

# TYPOGRAPHIC design 2

## AA226

Typographical  
Design II  
CRN 24926

Office: SSH116B  
541.917.4542

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# TYPOGRAPHIC design

## Syllabus



**Instructor: Lewis Franklin**

### **AA226 Typographical Design II**

Lecture / Lab # : 4 credits

RM.SSH-116 & 116D Tuesday & Thursday 1:00 – 4:00

### **Course Description:**

Continues the study, use and design of letter forms. Emphasizes creating original type variations and form manipulation.

### **Outcomes:**

Solve complex analytical design problems using typography as the primary tool for visual communication.

Understand and use the creative process to conceptualize.

Demonstrate diverse approaches to problem-solving.

Design with an understanding of the historic significance of typography, cultural, emotional, and stylistic implications.

Collaborate successfully and contribute to the group/class process.

Demonstrate advanced technical competencies as related to projects, output and printing.

### **Credits:**

**4 credits, 6 hours of class per week.**

### **Required Text:**

**Stop Stealing Sheep & find out how type works 3rd Ed**, Spiekermann & Ginger, Adobe, 9780321934284 Bookstore used \$28.80, new \$39.99; Amazon used \$270.17 +

So we have had some challenges with this book being 2nd and 3rd editions. I will work the weekly quizzes around both editions and make sure that you can find the answer no matter which of the two you have.

### **Required Supplies:**

You will need some way to store files, I suggest something other than relying on the cloud., The larger the drive, the happier you will be.

You will be matting one project so 2 pieces of Arctic White mat board 15"X 20"

I will provide paper, brush pens, as well as any resource available to the graphics lab. Other materials may be required...

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**Method of Evaluation:**

The method of evaluation will be based upon completion of all assigned projects, Pinterest posts, quizzes a midterm, a final, and participation.

**Cheating and Plagiarism:**

Please refer to the LBCC Student Code of Conduct.

**Grading:**

**A:** 90-100%

**B:** 80-89%

**C:** 70-79% (C is considered the lowest passing grade in the Vis Comm Program.)

**D:** 60-69%

**F:** 50% and below

**Late work will be accepted BUT CAN NOT BE REWORKED.**

Late work will be loose 10% of original point value.

**Policy:**

I welcome open class discussion, and will be the first to admit I do not know everything. We will progress so as not to loose anyone with this being a first class.

**My office is in room SSH116B**

Official office hours will be on zoom until COVID is no longer an issue.

**Accessibility:**

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the CFAR Website for steps on how to apply for services or call (541) 917-4789.

I will provide my lecture notes to the class, in an effort to help you learn.

**Needs:**

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Roadrunner Resource Center for support ([resources@linnbenton.edu](mailto:resources@linnbenton.edu) , or visit us on the web [www.linnbenton.edu/RRC](http://www.linnbenton.edu/RRC) under Student Support for Current Students). Our office can help students get connected to resources to help.

Final Turn-in / Critique Monday December 6th 1:00–3:00

Last day to turn-in reworks is Close of Business (COB) Friday, December 3rd

Last day to turn-in late work is Close of Business (COB) Tuesday November 30th

Holidays for Fall term: 11NOV (THU)(Veteran's Day), 25 & 26NOV (Thanksgiving)

Last normal day of class is 02DEC

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As you know, the Covid virus has taken a serious toll on area hospitals. As a result, there is a state-wide requirement that all students and faculty wear masks when on campus, including when in class.

Because I care about your health and that of my family, I will be upholding the requirement that all students wear a mask over their nose and mouth during our class. I appreciate your support in advance as this will enable us to have a safe class together this fall and allow us to get back to being on campus. If you don't wish to wear a mask, please talk with an advisor in the advising center to help you switch to online or virtual classes. Anyone not wearing a mask over the nose and mouth will be required to leave the class. Free paper masks will be available on campus in case you forget yours.

Thank you in advance for helping our community stay safe and healthy. I'm looking forward to seeing all of you in class soon!

If you are not vaccinated you are required to be 6' away from one another on site. If you are vaccinated you will still need to wear a mask but social distancing is not necessary. This will allow me to reconfigure the room to allow more collaboration for those that are vaccinated.

Visual Communications  
Program Chair LBCC

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# Calendar

*“You will be held accountable for the content of the reading assignment on the day that it is shown in the ‘work’ column. This can mean a closed book quiz.”*

Wk	Date	Lesson	Work	Due
1	28SEP	Introduction, syllabus review Typesetting Guide (Exercise 1) Type Poster Project 1 VOX Catagories / Review history of type	<b>Pinterest 5 per week</b> Research / thumbs Exercise 1 CH 1	
2	05OCT	Type poster thumbs Refinements of poster by end of week (share online) Find a portrait to use for next week	Refine poster CH 2	Thumbnails & Research Exercise 1
3	12OCT	Review refinements Type As Design Project 2 Matting Posturizing & Assigning text to shapes	GrayScale Project 2 Thumbs Project 2 CH 3	Have portrait Project 1
4	19OCT	Review swatches Review final type posters Hierarchy (roughing in text)	Refined font poster Roughs Project 2 CH 4	
5	26OCT	Review roughs Refinements of poster by end of week (share online) Workshop 1 Workshop 2 on your own	Refinements CH 5	
6	02NOV	Mounted version of poster Workshop 3 Workshop 4 on your own		Project 2 Mid-term through CH6 online
7	09NOV	Grid tracing Four words Project 3 Workshop 5	Thumbnails by Sunday Project 3 CH 6	
	11NOV	Campus closed for Veteran's Day		
8	16NOV	Discuss thumbs Project roughs Roughs by end of week (share online)	Refinements CH 7	
9	23NOV	MEETING ON WEDNESDAY THIS WEEK!!! 10 - 1 on Wednesday Refinement discussion	CH 8	
	25NOV	Campus closed for holiday 25th & 26th		
10	30NOV	Final review / work day 50 pinterest posts by this point	CH 9	
11	07DEC	Final Turn-in / Critique Monday December 6th 1:00–3:00		

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# VOX Categories

<b>Humanist</b>	Berkeley Oldstyle, Centaur, Jenson, Horley Old Style, <a href="#">Kennerley</a> , Stempel Schneider...
<b>Garalde</b>	Aldus, Bembo, Adobe Caslon, Galliard, Adobe Garamond, <a href="#">Berthold Garamond</a> , <a href="#">Garamond 3</a> , Stempel Garamond, Goudy, <a href="#">Granjon Mendoza</a> , Minion, Palatino, Plantin, Sabon, Times New Roman...
<b>Transitional</b>	Apollo, Baskerville, Big Caslon, Fournier, Janson, Joanna, Melior, Meridien, <a href="#">Mrs. Eaves</a> , Perpetua, Rotis Serif, <a href="#">Versalles</a> ...
<b>Didone</b>	Baur Bodoni, Bodoni Old Face, Centennial, Didot, Fairfield, <a href="#">Filosophia</a> , Fenice, <a href="#">Walbaum</a> ...
<b>Slab-serif</b>	<b>Calvert</b> , Chaparral, <b>Clarendon</b> , Egyptienne, Glypha, Lino Letter, Officina Serif, <a href="#">pmn Caecilia</a> , <b>Rockwell</b> , <b>Serifa</b> ...
<b>Lineale</b>	
<b>Grotesque</b>	Bell Gothic, <b>Franklin Gothic</b> , News Gothic, Trade Gothic...
<b>Neo Grotesque</b>	<a href="#">Akzidenz-Grotesk</a> , <b>Bell Centennial</b> , Helvetica Neue, Univers...
<b>Geometric</b>	Avant Garde, Avenir, Eurostile, Futura...
<b>Humanist</b>	Frutiger, Gill Sans, <a href="#">Meta</a> , Myriad, Optima, Rotis Sans, <a href="#">Scala Sans</a> , Syntax...
<b>Additional Typeface categories</b>	
<b>Glyphic</b>	CASTELLAR, COPPERPLATE GOTHIC, LITHOS, RUSTICANA, SMARAGD, <a href="#">OMNIA</a> , TRAJAN...
<b>Script</b>	<i>Bickham Scripts</i> , <i>Coronet</i> , <a href="#">Kunstler Script</a> , <i>Linoscript</i> , <i>Palace</i> , <i>Poetica</i> , <a href="#">Poppl</a> , <i>Shelley</i> , <i>Snell Roundhand</i> ...
<b>Blackletter</b>	Clairvaux, <b>Fette Fraktur</b> , <b>Goudy Text</b> , <b>Gutenberg</b> ...
<b>Contemporary</b>	Beowolf, <b>FUTURAMA</b> , <b>Exocet</b> , <b>Journal</b> , <b>Suburban</b> , <b>TriplexDigital Lo-Res</b> , <b>OCR-A</b> , <a href="#">Template Gothic</a> ...
<b>Unicial</b>	<a href="#">American Uncial</a> , <a href="#">OMNIA</a> ...
<b>Monospaced</b>	Courier, Letter Gothic, <b>OCR-B</b> , <b>ORATOR</b> , <b>Prestige Elite</b> ...
<b>Handlettered</b>	<i>Daubed</i> , <i>Stylist Pro</i> , <i>Bradley Hand</i> ...

Fonts that I did not have on my machine to craft this are labeled using [ITC American Typewriter STD](#).

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