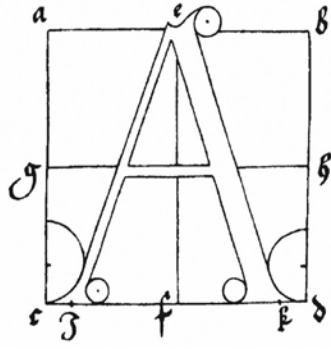


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AA224

Typographical Design I

AA224
CRN 43685
Typographical Design I

Office: SSH116
541.917.4542

lewis.franklin@linnbenton.edu



Syllabus

Instructor: Lewis Franklin

Typographical Design I

Lecture / Lab # : RM.SSH116 Monday & Wednesday 8:00 - 11:00

Course Description:

Introduction to letterforms. Develops a fundamental awareness of type and typographic design. Studies the evolution, art and vocabulary of typography; hand-built letterforms; and designing with type. Emphasizes typography as a working tool.

Primary Outcomes:

- Solve elemental analytical design problems using typography as the primary tool for visual communication.
- Build and apply the vocabulary of Typography.
- Understand and use the creative process to conceptualize.
- Understand the historic significance of typography, design and the designer in culture and society.
- Collaborate successfully and contribute to the group class process.
- Demonstrate technical competencies as related to projects, output and printing.

Credits:

4 credits, 6 hours of class per week.

Suggested Prerequisites:

- ART120 Foundations in Digital Image Processes
- ART115 Basic Composition

Corequisites: None

Required Text:

Type Rules! (4th), Ilene Strizver, Wiley Inc. 1118454057
New: \$44.78 Used: \$33.32 Amazon: \$49.59 and under for used Kindle: \$39.19
3rd Edition (black cover) should be fine as well and is free in digital form from library.

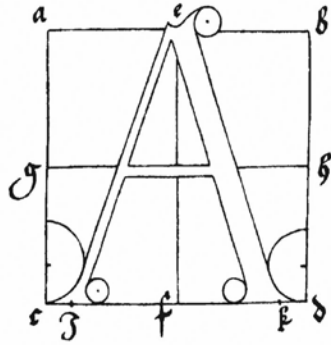
Required Supplies:

See attached...

Method of Evaluation:

The method of evaluation will be based upon completion of all assigned projects, a midterm, a final, and a class notebook.

Final is from 8:00 - 10:00 Monday June 10th



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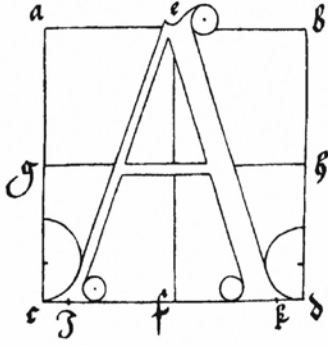
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Syllabus Cont...

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Cheating and Plagiarism:

You are required to do 100% of your own work from start to finish. This means that you may not use any part of the work done by another student or give your work to another student. If you are involved in any kind of cheating or plagiarism then you will be subject to discipline, up to and including automatically failing the assignment, failing the course or disciplinary action by the Dean of Students. Please refer to the LBCC Student Code of Conduct.

Grading:

A: 90-100%

B: 80-89%

C: 70-79%

D: 60-69%

F: 50% and below please consider a different field

I do not issue Y grades and Inc grades will require a valid reason.

LATE WORK WILL BE ACCEPTED BUT CAN NOT BE REWORKED.

I will conduct a one-on-one with each student at the mid-term point. This will serve as a notebook review and allow some feed-back on the class and your success level to that point.

You will have a separate handout for your notebook.

Policy:

In the event that there is room, those on the wait list will be added in the order that they appear on the wait list

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 hours are posted next to my door.

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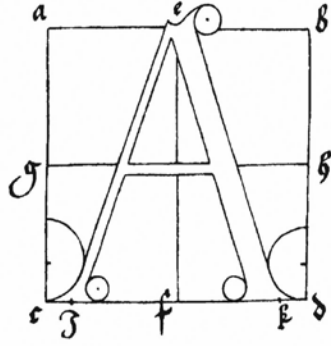
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Supply List

Typographical Design 1 AA224 Supply List Spring 2019



- 3 inch, 3 ring binder
- 7 section dividers
- Clear sheet protectors (50+)
- Artist tracing paper, 14 X 17 inches
- Black marker, fine tip, broad tip, permanent
- Cork backed metal ruler 18 inches
- Triangle, 45 and 30/60/90
- Scissors
- 45 degree triangle
- X-Acto knife with extra #11 blades
- Watercolor brush, red sable 1 inch flat and #1 or #2 Total of two
- Technical pen ink
- 1 bottle India ink
- 3/4 inch Artist tape
- Clear plastic strip base sheet sheets (not acetate)
14 X 17 or 12 X 18 Total of 4 ea.
- Re-positionable adhesive 3M or Elmer's
- Hot and cold press illustration boards as needed (not student grade)
- White eraser
- Electronic SS drive USB, 8GB min.
- Rubber cement
- Rubber cement pick-up
- 3 - 4 sheets of crescent arctic white mat board

- Other supplies may come up during the term

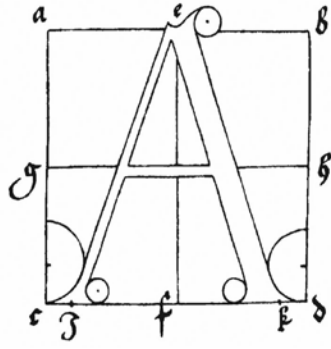
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Calender



Wk	Date	Lesson	Work	Due
1	03APR	Introduction, syllabus review	Tracing Type Worksheet 1	
2	08APR			Worksheet 1 due
				Tracing due
3				
4				
5				Notebook
6				
7				
8				
9				
10				
11				Notebook Due June 10

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Last day to turn-in reworks is Close of Business (COB) Friday, June 7th

Last day to turn-in late work is Close of Business (COB) Monday, June 3rd

Holidays for Spring term: May 27th Memorial Day

Last normal day of class is Wednesday June 5th

Final is from 8:00 - 10:00 Monday June 10th



Reading

Wk Date

1 Introduction, syllabus review

2 Ch1 A brief History of Type Page 15

3 Ch 2 From Metal to Mac: Understanding Font Technology

4 Ch3 What Makes a Typeface Look The Way it Does?

5 Ch4 Selecting the Right Type for the Job

6 Mid-term Notebook

7 Ch5 Basic Techniques for Emphasis

Ch6 Advanced Techniques for Emphasis

8 Ch7 Basic Fine Tuning and Tweaking

Ch8 Advanced Fine Tuning and Tweaking

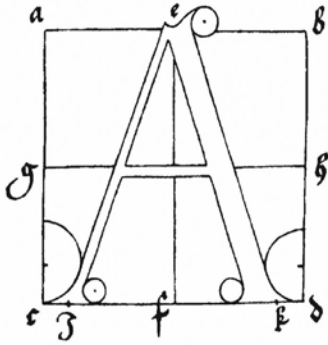
9 Ch9 Typographic Typos and How to Avoid Them

10 Dead week

Dead week

11 Finals

Final is from 8:00 - 10:00 Monday June 10th



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