



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

4 credit course, 11 weeks

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: \$80.10 Used: \$57.58 Rental: \$45.08 Amazon: \$55.99 New \$50.39 Used \$27.54 Rental Kindle: \$40.79

FREE VERSION!

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, quizzes, your pinterest posts, a midterm, a final, and class participation.

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Syllabus Cont...

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.

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

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.

Since this is an online course the course content actually serves as lecture notes, so there is no need to post additional separate lecture notes.

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 , or visit us on the web www.linnbenton.edu/RRC under Student Support for Current Students). Our office can help students get connected to resources to help.

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Supply List

Typographical Design I AA224 Supply List Spring 2022

- Artist tracing paper, 14 X 17 inches (if working at home)
- Black marker, fine tip, broad tip, permanent
- Cork backed metal ruler 18 inches (if working at home)
- Scissors
- 45 degree triangle (if working at home)
- X-Acto knife with extra #11 blades (if working at home)
- Brush, red sable 1 inch flat and #1 or #2 Total of two (if working at home)
- 1 bottle India ink (if working at home)
- Masking tape (if working at home)
- Re-positionable adhesive 3M or Elmer's (if working at home)
- Hot press illustration boards 2? as needed (if working at home)
- White eraser
- Electronic SS drive USB, 8GB min.
- Rubber cement (if working at home)
- Rubber cement pick-up (if working at home)
- A set of Micron style pens, an 005, 01, 03, & 1, they sell 8 packs for 11 dollars or so that have a variety of sizes(you will use these lots during your second year).

- Other supplies may come up during the term

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