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**DES 332a TYPOGRAPHY
Units: 2.0**

**FALL 2017—Wednesdays—7:00-9:50pm**

**Instructor: Jason Fowler Ellenburg**

**Location:** WATT 105

**Office:** WATT 104

**Office Hours:** T/TH 10:00–11:00am
(and by appointment)

**Contact Info:** jellenbu@usc.edu

**COURSE DESCRIPTION**
*Recommended: FA 203 Digital Tools for Design*Typography, FADN 332a is devoted to the study of typography, its classification, anatomy, history and application as a primary component in design. Students will explore the dynamics of type in multiple contexts and various media. From traditional print usage, such as publication and layout, to interactive, motion, and digital based typography. The course will investigate type as a communication tool and artistic expression. Coursework includes lectures, exercises, in-class discussions, critiques, readings, exams, and studio projects. 25 contact hours.

**Contacts**

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**COURSE GOALS**

Students investigate the history, anatomy and classification of typefaces. Hand lettering and digital typeface design will be included in the course. Research of historical type and typographic application projects will include an original typeface design (complete alphabet), expressive/ experimental typographic designs and motion applied to typography. Students will also develop complex editorial designs, deal with scale, type combinations and type designs expressed in multiple platforms, digital as well as physical (material) expression.

**Learning Objectives**
Students will learn Typographic anatomy, classification and history of typeface design. Research in historical movements in Typography and Graphic Design history will be applied to design projects. Hand lettering skills will be applied, as well as creative software explored to execute projects. Final exam will include type anatomy, terminology of type, classification and identifying historical design trends.

**Prerequisite(s):** Prerequisite for this course is DES 102

**Recommended Preparation**: Some experience in digital tools helpful. Independent research in typographic and graphic design history is recommended.

**Course Notes**

Students receive marks expressed in a letter grade. A rubric will be disclosed The course is largely project based, although there will be some reading required and research is expected. Students will also be working outside of class on projects for a minimum of 2 hours per week. Any digital assets for the course will be posted on Blackboard.

**Recommended Readings and Supplementary Materials**

*A History of Graphic Design*, Philip B. Meggs, 5th or 6th Edition. *Thinking with Type*, Ellen Lupton, *The Education of a Typographer*, Steven Heller

**SUGGESTED RESEARCH**
Explore the work of: Otl Aicher, Josef Albers, Herbert Bayer, Phil Baines, Roland Barthes, Saul Bass, The Bauhaus, Henry C. Beck, Peter Behrens, Josef Müller-Brockmann, Neville Brody, David Carson, Sebastian Carter, AM Cassandre, Wim Crouwel, Charles & Ray Eames, Paul Elliman, Emigré, Adrian Frutiger, Eric Gill, Edward Johnston, Alan Kitchen, Herb Lubalin, El Lissistzky, Alvin Lustig, Laszlo Moholy-Nagy, Ruari McLean, William Morris and Kelmscott Press, Walter J Ong, Tom Philips, Paul Rand, Paul Renner, Stefan Sagmeister, Rosemary Sassoon, Paula Scher, Erik Speikermann, Jan Tshichold, Rick Valacenti, Beatrice Ward, Hermann Zapf, Piet Zwart ... and anyone else who interests or inspires you.

**Description and Assessment of Assignments**

Course includes projects in Typography, executed by hand and digital tools. There will also be a Midterm that requires students to classify type and identify terminology. The thrust of the work and study is an in depth knowledge of Typography: its history, application in design and communication and its classification.. Students receive marks on each project based on craftsmanship, concept, and the accuracy with which they meet the assignments goals.

**Grading Breakdown**

Including the above detailed assignments, how will students be graded overall? Participation should be no more than 15%, unless justified for a higher amount. All must total 100%.

Hand lettering 100 points

Typeface design 100 points

Hierarchy 100 points

Type Midterm 100 points

Historical Allusion 100 points

Book jacket designs 100 points

Intervention/Found or

3D type 100 points

Motion 100 points

**PROJECTS 80% of FINAL GRADE**

**Attendance 10% of FINAL GRADE**

**Participation 10% of FINAL GRADE**

**Grading Scale (Example)**

Course final grades will be determined using the following scale

A 95-100

A- 90-94

B+ 87-89

B 83-86

B- 80-82

C+ 77-79

C 73-76

C- 70-72

D+ 67-69

D 63-66

D- 60-62

F 59 and below

**Assignment Submission Policy**

All assignments are due of the posted due date. Late assignments receive one letter grade reduction. Material application projects are to be viewed on the day of the critique/review. Digital files for each assignment are to be Describe how, and when, assignments are to be submitted.

**Grading Timeline**

Reviews/Critiques of projects are a key component in the course. Marks will be given for each assignment either on the day of critique or the following week. A grading rubric will be given to students that outlines the categories by which they are given their grades.

**Additional Policies**

Late assignments will receive a letter grade reduction. It is the responsibility of the student to make up any missed with work, cognoscente

**Course Schedule: A Weekly Breakdown**

IMPORTANT:

In addition to in-class contact hours, all courses must also meet a minimum standard for out-of-class time, which accounts for time students spend on homework, readings, writing, and other academic activities. **For each unit of in-class contact time, the university expects two hours of out of class student work per week over a semester.**

(Please refer to the *Contact Hours Reference* at[arr.usc.edu/services/curriculum/resources.html](http://arr.usc.edu/services/curriculum/resources.html).)

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|  | **Topics/Daily Activities** | **Readings and Homework**  | **Deliverable/ Due Dates** |
| Week 1 | IntroductionIn class project Word of the Day: Hand Lettering | Hand lettering assignment, History of language andsymbols | Week 2 Digital files beginning of class for hand lettered projectsand physical forms |
| Week 2 | Anatomy of Type | Handout for Type Anatomy | Research Anatomy of TypeHand Lettering assignment (digital) |
| Week 3 | Classification of Type | Handout and projectUsing classic 5 typefaces | Digital files submitted at the beginning of class. Critique |
| Week 4 | Designing a typeface | Sketches and homework of unique Type design.  | Typeset word using your originalDesigns. Alphabets are reviewed |
| Week 5 | Typographic Hierarchy. Exercise | Research Editorial designs in graphic design history | Printed Hierarchy DesignsReview of Hierarchy projects |
| Week 6 | Review of Midterm:Classification & Terminology | Readings Steven Heller | In class project due at the end of class session |
| Week 7 | **Midterm Exam** | Research motion graphics  | Midterm Exam Project review |
| Week 8 | Book jacket designspresentation | Sketches of jacket designs | Due Week 9physical book jacket (wraps) |
| Week 9 | Comps of jacket designs reviewed | Finalize book jacket designs | Review/Critique of Book JacketDesigns (*Mockups and digital due*) |
| Week 10 | Historic typographic allusion  | Research of historical Graphic design movements | Review of sketches/ideation/ production modes |
| Week 11 | Sketches forHistorical Designs | ReadingsMeggs | Historical Allusion CritiqueMaterial Application + digital files |
| Week 12 | Material applicationwith concept Typography*Motion Intro* | Material studies:printing/ silkscreenlaser/ other Demos | Surface design investigationPackaging, collateral designs |
| Week 13 | Refine materialapplications | Produce multiplestrouble shoot | Review/Critique of Material Application with Type  |
| Week 14 | Intervention/Found Type/3D | Work on project | Project is due Week 15Last class session |
| Week 15 | Motion Project | Apply Typographic concept using motion | Review of Intervention/Found/3D |
| FINAL | Final Critique of Motion Project |  | Portfolio turn in (digital)Wednesday, December 6, 7:00pm |

**Statement on Academic Conduct and Support Systems**

**Academic Conduct**

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards” [https://policy.usc.edu/student/scampus/part-b](https://policy.usc.edu/student/scampus/part-b/). Other forms of academic dishonesty are equally unacceptable.  See additional information in *SCampus* and university policies on scientific misconduct, [http://policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct/).

Discrimination, sexual assault, intimate partner violence, stalking, and harassment are prohibited by the university.  You are encouraged to report all incidents to the *Office of Equity and Diversity*/*Title IX Office* <http://equity.usc.edu> and/or to the *Department of Public Safety* [http://dps.usc.edu](http://dps.usc.edu/). This is important for the health and safety of the whole USC community. Faculty and staff must report any information regarding an incident to the Title IX Coordinator who will provide outreach and information to the affected party. The sexual assault resource center webpage <http://sarc.usc.edu> fully describes reporting options. Relationship and Sexual Violence Services <https://engemannshc.usc.edu/rsvp> provides 24/7 confidential support.

## **Support Systems**

A number of USC’s schools provide support for students who need help with scholarly writing.  Check with your advisor or program staff to find out more.  Students whose primary language is not English should check with the *American Language Institute* [http://ali.usc.edu](http://ali.usc.edu/), which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* [http://dsp.usc.edu](http://dsp.usc.edu/) provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially  declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu>will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.