

DES 332 Typography B

Class Syllabus

Units: **2**
Term: **Spring 2022**
Day—Time: **Friday, 3:00-5:40 pm**
Location: **HAR112D and Online**

Instructor: **Hector Torres**
Office: **Virtual or predetermined location**
Office Hours: **Please email me to set up an appointment**
Contact Info: **hectorto@usc.edu**

Course Description

Expanding on the concepts and skills introduced in DES 332a Typography, DES 332b Advanced Typography is devoted to the further study of typography and type's application. Students will explore the dynamics of type in multiple contexts and through the use of various media.

Coursework includes lectures, exercises, hands-on projects, in-class discussions, critiques, readings, and studio projects.

Learning Objectives

Students further investigate the systems, models and mechanics of the past before they are introduced to modern typeface design software. Intensive research will culminate in the design of a traditional sans serif typeface (or at least the first steps in this process) and more expressive experimental typographic design. Students will also develop complex editorial designs and deal with issues like how best to represent time, sequence, scale, etc.

Prerequisite(s): Typography 1 (DES 332a)

Course Notes

Classroom etiquette requires that all members speak in a respectful and professional manner. Attendance is crucial in order to be successful in this class. Please email the instructor if you are not able to attend class. Late assignment will be accepted with a 2 point penalty. Missed classes can be excused if you email the instructor before the class starts, not doing so will bring your grade down by 2 points for each instance. Attendance is mandatory and expect students to be present at the start of class, being late more than 15min will cause a 2 point penalty.

Technological Proficiency and Hardware/Software Required

Access to an Apple computer with Adobe CC with Photoshop and Illustrator installed. iPad with procreate or similar app if available. We will be using the Glyphs App trial to create typefaces.

Required Readings and Supplementary Materials

Reading will be made available through Blackboard or via email one week prior to due date

Variety of writing and drawing tools, sketchbook. These items can be purchased at most art supply stores.

Description and Assessment of Assignments

Work must be done on time and ready before each class starts.

Grading Breakdown

90% Studio projects and homework assignments: evaluation of assignments will be made according requirements noted on the assignment page on blackboard.

10% Class Attendance

Assessment Tool (assignments)	Points	% of Grade
Typography discussion	10	10
Modular Type	20	20
Type setting and the grid	20	20
3D type	20	20
Typeface design	20	20
Attendance	10	10
TOTAL	100	100

Grading Scale

Course final grades will be determined using the following scale

A	95-100	C+	77-79	D-	60-62
A-	90-94	C	73-76	F	59 and below
B+	87-89	C-	70-72		
B	83-86	D+	67-69		
B-	80-82	D	63-66		

Assignment Submission Policy

Assignments must be submitted the week they are due.

Grading Timeline

Grades of assignments will posted the week after the assignment is due.

Additional Policies

Late assignment will be accepted with a 2 point penalty. Missed classes can be excused if you email me before the class starts, not doing so will bring your grade down by 2 points for each instance. Attendance is mandatory and I expect students to be present at the start of class, being late more than 15min will cause a 2 point penalty.

Course Schedule: A Weekly Breakdown

	Topics/Daily Activities	Readings/Preparation	Deliverables
Week 1	Typography discussion	Talk about typographic rules and styles roundtable	One written paragraph response for homework
Week 2	Monospace type design	Create a monospace typeface using only uppercase letters and numerals. Design three uppercase letters.	One pdf
Week 3	Monospace type design	Create the rest of the Alphabet	One pdf
Week 4	Monospace type design	Finish typeface including Alphabet and Numbers	One font file
Week 5	Type setting	Create a type specimine sheet of your typeface using motion design, 3D or print	One rough draft
Week 6	Type setting crit	Bring in your work to class so we can critique and discuss.	One digital file
Week 7	Type Setting	Refine and present work	Digital file uploaded
Week 8	Typeface filter	Create a virtual face filter using type	One rough draft
Week 9	Typeface filter crit	Bring in your work to be critiqued	Documentation
Week 10	Typeface filter	Refine and present your filter	Documentation
Week 11	Type design	Create a unique typeface that includes Upper case letters, lowercase letters and numbers.	PDF notes and sketches
Week 12	Work session	Work on type design	Documentation
Week 13	Crit session	Bring in your typeface for review	PDF of typeface
Week 14	Work session	Critique work and inclass work	Presentation
Week 15	Crit session	Refine typeface and continue to work	Documentation
FINAL	Font Presentation	Formal presentation of font	Presentation Slides

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” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) - (213) 740-5086 | Title IX – (213) 821-8298
equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Campus Support and Intervention - (213) 821-4710
campussupport.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101
diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call
dps.usc.edu

Non-emergency assistance or information.