

AD 10401-01 CRN 12343
Introduction to Typography

Department of Art and Design

Course Information

Fall 2022

Course Credit Hours: 3

Instructor

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She/Her

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Office Hours: 11:45pm–12:00pm T/H and by appointment either in-person or virtually, room VA 223

thelabdesignstudio.com

Course Description

This course uses pre-digital methodologies to ensure that students experience letter forms at the level of drawing them first, before using them to communicate messages. Students will learn the anatomy of type as well as the units, terminology, and principles of designing with type.

Prerequisites Skills and Materials

AD 20502 (or equivalent) with grade of C- or better and in a program of the Department of Art and Design.

Course Access

www.thelabdesignstudio.com/students.php is where you can access the course material and syllabus. You can also access the syllabus at <https://purdue.brightspace.com/>. The suggested browsers are Chrome and Firefox. It is strongly suggested that you explore and become familiar with content and resources available for this course.

Course Goals

Students will implement type hierarchy in creating issue based editorials. They will develop research and communication skills in order to produce their work.

Learning Objectives

As a result of taking this course, the student will:

1. Demonstrate the ability to turn narratives into visual forms through research and process.
2. Produce a thematic series of forms to represent a concept narrative.
3. Demonstrate presentation skills to share ideas in group or workshop sessions.

Learning Resources & Texts

Sketchbook

Pencils and erasers

Bone folder

Cork backed ruler

Exacto knife

PVA glue

Waxed bookbinding thread and needle

Bookbinding awl

Flash drive large enough to hold your files

Optional: Saddle-stitch stapler

*Note printing costs apply. Neenah papers has some beautiful papers to purchase.

Course Logistics

- When assignments are due, they are due by the start of class. Attendance for assignment critique is mandatory. Students arriving to the final presentation late, without receiving authorization from the instructor prior to the class period, ten (10) points will be taken from their project grade.
- Deadlines are an unavoidable part of being a professional and this course is no exception. Students are expected to complete all projects within the given time frame. Projects are due at the time outlined in the assignment sheet and may not be submitted after the due date. Projects will be evaluated as presented on the due date. The instructor reserves the right to change any and all due dates with prior notice to the students.
- College-level courses, such as this one, are designed to require 2–3 hours of outside work for every hour the class meets. This means, in addition to attending class meetings, each student should be working 5–8 hours after each class (10–16 hours a week) to do well in this course.
- Students are expected to attend each class meeting, on time, fully prepared, and ready to participate. Students who are not fully prepared, who have not shown project progression, or who have not produced enough work, five (5) points will be deducted from the project grade each class period the student is not prepared. note: there are 100 points per project.

- Students arriving to class late or leaving early, without receiving authorization or making arrangements in advance with the instructor, will be marked absent. To change an absence to a tardy/early departure, a student must meet with the instructor that day at the end of lecture for approval. Each tardy/early departure is counted as $\frac{1}{4}$ an absence. This means four (4) recorded tardies or early departures will count as one (1) absence.
- Attendance is a required component of this course and students are expected to attend class for its entirety. Excessive absences, tardiness, and/or leaving class early will be reflected in the final grade. Each student is granted three (3) absences for the semester. Each additional absence will result in the drop of one full letter grade in the student's final grade.
- If you are feeling ill, exposed to someone who tested positive for COVID, or you have tested positive for COVID, do not come to class. I will work with you to make up the class so it doesn't count as an absence. Please fill out a "Cares Form" if you do test positive or had exposure.
- You will not be penalized for extreme emergency. Please note: vacations and work-related absences do not qualify as excused absences. If you miss class in order to participate in university-sponsored events, you must meet with me one week prior to the absence to make up the class. In the event of serious or extended illness, or family emergency, the Dean's office should be notified.
- This class will reflect the behavior of a design firm. There will be group critiques throughout the semester. Intermittently, you will be meeting one on one with the client (your instructor). If "the client" rejects the direction you are headed, you must modify your design. Do not show up late or unprepared, every class imitates a client meeting and visuals are mandatory.

Assignments (Course Requirements)

Brainstorming/Inspiration Discussion

At the beginning of each project we will have a group critique discussing the concept and design elements of the given project. Halfway through the project there will be another group critique where students act as your client and give constructive criticism.

Assignments	Points
Editorial 1	1/3
Editorial 2	1/3
Editorial 3	1/3
Total	100

Grading Scale

A = 90 to 100%

B = 80 to 89%

C = 70 to 79%

D = 65 to 69%

F = Below 65%

Course Evaluation

During the last two weeks of the course, you will be provided with an opportunity to evaluate this course and your instructor. Your participation is an integral part of this course, and your feedback is vital to improving education at Purdue University. I strongly urge you to participate in the evaluation system. Please give constructive criticism to your instructor, this is a tool to improve the class not to bully your instructor.

How to Succeed in this Course

Show up, work hard, be prepared each class with the requested deliverables.

Netiquette (if applicable)

Your instructor and fellow students wish to foster a safe learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you are not to attack an individual. Our differences, some of which are outlined in the University's nondiscrimination statement below, will add richness to this learning experience. Working as a community of learners, we can build a polite and respectful course ambience. Please read the Netiquette rules for this course:

- Do not dominate any discussion. Give other students the opportunity to join in the discussion.
- Do not use offensive language. Present ideas appropriately.
- Keep an “open-mind” and be willing to express your opinion.
- Do not hesitate to ask for feedback.

Academic Dishonesty

Academic Misconduct, including plagiarism (using other people's ideas/words and not giving them credit thus implying the work is your own original work) or using your own work from a previous course without the express permission of the instructor, is taken very seriously at any learning institution. It is taken very seriously in this class. Please be aware of what behaviors constitute [academic misconduct](#) (See Bulletin, Code of Students Rights, Responsibilities and Conduct Part II. A.) If caught cheating or plagiarizing, a student may receive no credit on the assignment and may result in an F for the course. Any instances of academic dishonesty will be reported to the Dean of Students and your Department Chair and may result in expulsion from the University. Additional potential consequences can be found under: [potential consequences](#) (See Bulletin, Code of Students Rights, Responsibilities and Conduct, Part III. A.: i.e., failure of the assignment, failure of the course and/or dismissal from the university) of such behavior.

Diversity and Nondiscrimination:

Related to civility, Purdue Fort Wayne [Policies](#) include the following statements:

“Respect and civility should therefore be afforded to all individuals regardless of race, ethnicity, gender, age, sexual orientation, disability, religion, family status, socioeconomic level, educational background, veteran status, or position at the university....Purdue Fort Wayne prohibits discrimination against any member of the university community on the basis of race, religion, color, sex, age, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran...”

The Purdue Fort Wayne [Code of Student Rights, Responsibilities, and Conduct](#) further states:

“The university believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchanges of ideas, and enriches campus life...Purdue University Fort Wayne prohibits discrimination against any member of the university community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability, or status as a veteran.”

Disability Statement

Purdue Fort Wayne is committed to providing reasonable accommodation and access to programs and services to persons with disabilities.

If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Contact the Director of Services for Students with Disabilities (Walb Union, Room 113, telephone number 481-6658) as soon as possible to work out the details. Once the Director has provided you with a letter attesting to your needs for modification, bring the letter to me. For more information, please visit the [web site for Services for Students with Disabilities](#) (SSD) and refer to the [SSD Student Handbook](#).

Student Support Services

Purdue University Fort Wayne is committed to your academic and personal success. Visit the [student support services page](#) for a list of student support services, including academic services, technology services, health and wellness, and support from administrative offices.

Emergency Statement

Address what the student should do in emergency situations. Define procedures for communicating with the students and submitting assignments. For example:

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. Here are ways to get information about changes in this course.

Students Called for Military Duty

If you are a student in the military with the potential of being called to military service and/or training during the course of the semester, you are encouraged to contact your advisor immediately.

Book Details 16 Pages

Book Cover

Front Cover: (Title)

Back Cover: (Subject to design)

Frontmatter

Decorative Page: (misc. or illustration page)

Title Page: (title, designer)

Copyright Page: (reverse side of title page)

Contents Spread: (table of contents)

Introduction Page: (readers point of view)

Textmatter

Pages: (3 spreads or 6 pages)

Include a Folio and/or Running Head: (page number and text)

Backmatter

Bibliography/Works Cited Page: (list of sources)

Decorative Page: (misc. or illustration page)

Keep in mind a typical book size is roughly around 6"w x 9"h.

Create

Talk to your instructor about setting up your file.

You will need to figure out how you are printing the pages and what paper you will be using. There should be 7 textmatter spreads, the title, copyright, table of contents, preface, and colophon will be extra pages.

Folders

Talk to your instructor about setting up your file.

You will need to figure out how you are printing the pages and what paper you will be using.

Bring a pdf and photos of your project to the final critique and email that folder to your instructor.

If your folder is not turned in on time your project grade will be lowered. Do not include any unnecessary files, you will be docked for a messy folder.

Notes

Pinterest Board:

Create a board on Pinterest for the project.

You can follow my board at:

<https://www.pinterest.com/thelabds/>.

Typography and Grids

As you work with type hierarchy, use variations in alignment, leading, line length, orientation, spacing, weight, and size. You may break the text into

smaller elements and distribute them within the space. Carefully consider the typographic hierarchy of the information presented. A viewer should be able to easily understand the message and to quickly learn the main points.

Remember to use a grid, either a modular or multicolumn grid. Create guides on your master page in indesign. A typographic grid organizes content across the pages of a document. A grid can consist of a single column framed by margins, or it may have multiple columns. When you design a grid, you typically begin with vertical divisions (columns), and then add horizontal divisions.

Classic Typefaces

Serifs: Baskerville, Bembo, Bodoni, Caslon, Didot, Garamond, Minion, Mrs. Eaves, Palatino, Sabon

San Serifs: Arial, Frutiger, Futura, Gill Sans, Helvetica, Universe, Akzidenz Grotesk

Type Warnings:

1. No swimming. This happens when students start changing the size, style, spacing, and/or orientation of the type from word to word or line to line without having a sense of structure that holds the composition together. Read the text; understand its basic meaning; break it into parts. How do those parts relate to typographic forms and structures? Don't just jump in: think first.

2. Don't have a persistent anxiety with selecting the wrong typeface, which is often paired with the need to constantly adjust and readjust the spaces between letters.

3. Don't refuse to make a lifelong commitment to a single typeface—or even to five or six—or constantly tempted to test drive "hot" new fonts, often without a proper license.

4. Don't let your design look like an interoffice memo!

5. Don't be a slave to the document. For example, the title or subtitles don't have to be at the top of the page.

6. Use an interesting variety of type sizes (some big, some small), but in a consistent way.

project 1

Ethical Editorial Design

Find song lyrics, poems, or short stories for one deadly sin and create a dialogue between the content and sin.

luxuria (lechery/lust)

gula (gluttony)

avaritia (avarice/greed)

acedia (acedia/discouragement/sloth)

ira (wrath)

invidia (envy)

superbia (pride)

You will be required to write an introduction, edit found content, and organize the content to fit the chosen number of pages. You may edit the text if necessary to fit the pages. Create a book with a minimum of 16 pages using a bookbinding method of your choosing. This book is a text only book, you may not use photographs or illustrations to illustrate the pages. Use type to create an interesting design. Think about how to arrange the type. Envision a creative design by arranging the type in a surprising composition.

Your book must be purely typographic. You may use colors, shapes, and lines as well as text. **Remember to use a grid, either a modular or multicolumn grid. Create guides on your master page in indesign.**

Due: September 22

project 2

Protest Zine Design

Find a current global issue (women's issues, racial issues, or LGBTQIA issues) to discuss and create a zine by either speaking about the history of that issue, the current state of the issue, and/or ways of protecting the issue. Find one topic within your chosen issue to discuss. Gather found content for the zine. Design the zine using one of the words below that expresses the meaning of that word through typographical treatments.

Possible Heading Words:

Movement, Disruption, Compression, Expansion, Repetition, Elimination, Repression, Invasion.

You will be required to write an introduction, edit found content, and organize the content to fit the chosen number of pages. Create a book with a minimum of 16 pages using a bookbinding method of your choosing. This book is a text only book, you may not use photographs or illustrations to illustrate the pages. Use type to create an interesting design. Think about how to arrange the type. Envision a creative design by arranging the type in a surprising composition.

Your book must be purely typographic. You may use colors, shapes, and lines as well as text. **Remember to use a grid, either a modular or multicolumn grid. Create guides on your master page in indesign.**

Due: October 27

project 3

Film Festival Brochure Design

Choose one director from the list. Write at least 1 page on the biography of the director and at least 1 page on the chosen film. Write a sentence long synopsis of the film, include the duration of the film, put all text in one word document.

Create a book with a minimum of 24 pages using a bookbinding method of your choosing. You and your classmates' will get together and create a title for a film festival (characterizing the chosen directors'), the dates of the festival, the venue, and the venue address.

Create a book for the film festival showcasing your chosen director and film. The book design should illustrate the title of the film festival, your director, and his/her film. Use your classmates' text on their directors and films for additional textmatter. Create a surprise section showcasing your director and film.

All material must be originals, created by you. There needs to be a reason behind every piece of your design, do not randomly choose any item.

Due: December 8

date	day	readings	assignment
8/23	Tu	syllabus Design Process Lecture	
8/25	Th	TWT: pgs 148–175 Binding Lecture	mind-map 4 wireframes
8/30	Tu	TWT: pgs 176–205 Grid Lecture	soft proof
9/1	Th	TWT: pgs 102–117	soft proof
9/6	Tu	TWT: pgs 120–131 Paragraph Lecture	soft proof
9/8	Th	TWT: pgs 12–35	soft proof
9/13	Tu	TWT: pgs 36–45 Type I Lecture	soft proof
9/15	Th	TWT: pgs 54–71 Type II Lecture	soft proof comp.
9/20	Tu	TWT: pgs 46–53	soft proof comp.
9/22	Th	<i>group critique</i>	book 1
9/27	Tu	TWT: pgs 72–83 Type History Lecture	mind-map 4 wireframes
9/29	Th	TWT: pgs 84–101	soft proof
10/4	Tu	TWT: pgs 132–143	soft proof
10/6	Th	History Lecture	soft proof
10/11	Tu		soft proof
10/13	Th		soft proof
10/18	Tu	<i>no class</i>	
10/20	Th		soft proof comp.
10/25	Tu		soft proof comp.

date	day	readings	assignment
10/27	Th	<i>group critique</i>	book 2
11/1	Tu		mind-map 4 wireframes
11/3	Th		soft proof
11/8	Tu		soft proof
11/10	Th		soft proof
11/15	Tu		soft proof
11/17	Th		soft proof
11/22	Tu		soft proof
11/24	Th	<i>no class</i>	
11/29	Tu		soft proof
12/1	Th		soft proof comp.
12/6	Tu		soft proof comp.
12/8	Th	<i>group critique</i>	book 3
Exam Week		<i>submit via email</i>	files

schedule

critique=project that is due

assignments=deliverables that are due

TWT=THINKING WITH TYPE