



*As many factors may affect the development and progress of a class, the instructor reserves the right to alter the schedule as may be required to assure attainment of course objectives.*

# Fundamentals *f* Typography

*Includes the history and classification of type. Contemporary type usage will be explored. Projects in type design and production include the use of a personal computer and industry-standard software.*

— Class description from the Valencia College Course Catalog

*Instructor:*

Kevin Boynton

kboynton@valenciacollege.edu

*Class:*

West Campus Building 3-151A

Thursday 6:00PM-9:45PM

August 30, 2018-December 13, 2018

*Credits:*

3 Credit Hours

4 Contact Hours

Combined Class/Lab

*Formal meetings are by appointment only, but I will make myself available after class.*

*Contact via e-mail.*

*Allow at least 24 hours for correspondence.*

# Course Objectives

**Fundamentals of Typography** is an introduction to the art of letterforms and typography, and their significant importance to graphic design. This course will provide the necessary foundation for understanding the history, anatomy and classification of typefaces, as well as the rules for typographic composition and layout. The class projects will introduce students to designing using digital type.

**Course Prerequisite:** Minimum grade of C in GRA 1142 and GRA 1413 or departmental approval.

## REQUIRED TEXTBOOKS

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- *Making and Breaking the Grid*  
Timothy Samara
- *Typographic Design: Form and Communication*  
Rob Carter, Ben Day, Philip Meggs

## CLASS GOALS

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Here is an incomplete list of what I want you to learn in this class:

- Know the basic anatomy of type letter forms.
- Understand typeface classification.
- Have a familiarity with typefaces in an historical context.
- Understand how to use letter forms as graphic elements.
- Understand the use (or abuse) of letter spacing, word spacing and line spacing.
- Understand basic rules of composition and layout concerning type.
- Understand how to typeset a readable paragraph, column or page of type.
- Understand issues concerning type legibility.
- Understand how to make an informed choice regarding typefaces.
- Understand the technical limitations in the use of type.
- Understand that type can be used creatively.
- Understand that your instructor is all-knowing and all-powerful.

## DETERMINING GRADES

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**Fundamentals of Typography** is not an easy course because of the number of assignments and the amount of information that you must absorb in a single semester. I will take all of this into account when grading your assignments.

However, it is best that you begin to think and act as a design professional now. Graphic design professionals are expected to do seemingly mundane things like: arrive at work or meetings on time, meet project goals and deadlines, make presentations to creative directors, sales people and clients. It is more than just making pretty pictures. Along with TVAC (see pg. 4) I will be basing your project grades, in part, upon the following criteria:

- Does your project solution show that you have an understanding of the assignment?
- Did you provide the minimum number of examples or solutions as stated in the assignment directions? Or did you do more than the assignment required?
- How creative is your solution to the assignment? Did you try other creative solutions? Did I see them?
- Does your solution make sense? To others, not you.
- Did you make some obvious typographic mistakes? (These will be explained in class as we go.)
- When presenting your project, are you able to explain your thought process regarding your solution to the assignment?
- Have you verified that any statements you make in your presentation, either in print or verbally, are accurate?
- Did you spell check and proofread?
- Did you spell check and proofread? Worth repeating.
- Did you provide both printed and digital versions of your assignment? Well, did you?

Hey, you! Yes, you... The deadline to apply for graduation for the Fall term is September 14, 2018

# Course Parameters

Please read these guidelines carefully. They represent the rules of the class. Your conduct in this class can have an impact on your final grade. Be considerate of others. Follow these rules and things will run in a greased groove. Break the rules and civilization as you know it will crumble to dust. And it will be your fault!

*“Valencia College is committed to providing each student a quality educational experience. Faculty members have set high standards of instruction for themselves and for you. If you have a problem in a class, your first step is to talk to your instructor. If you are still dissatisfied, you may talk with the academic dean of the division for your class. We will work together to resolve any issues that arise.”*

## YOUR GRADE

Comprised of the average of completed assignments, project presentations, class participation and test scores.

- For each assignment there is a grading rubric that lists various criteria necessary for the successful completion of the project. You will receive a copy of this rubric from your instructor after each assignment is graded.
- The larger projects will count more towards your final grade, but that does not mean the other projects are not important. They are. This is how you learn.

## DESCRIPTION OF GRADING LEVELS

- A** = Exceptional achievement, demonstrated in work of keen understanding and optimal mastery of course competencies. Earned for exemplary work, clearly beyond the requirements. *Not easy to do.*
- B** = High achievement, demonstrated in work of consistent effort, intelligence and mastery of course competencies.
- C** = Satisfactory completion of course requirements and mastery of essential course competencies.
- D** = Unsatisfactory completion of essential course material.
- F** = Failure to perform required work or to master required course materials and competencies. *Very easy to do.*

A = 100-90

C = 79-70

F = 59-below

B = 89-80

D = 69-60

Right now, consider that you have a “C”. If you do the required minimum for your assignments this will remain your grade. To get a higher grade requires extra effort on your part. On the other hand, to get a lower grade is really quite simple.

## LATE ASSIGNMENTS

- **A late assignment will reduce your grade for that assignment by 10 grade points for each class missed.**
- Missing the assignment entirely means your grade is “0”
- *This means it is better to be late than not turn in an assignment at all—at least you score something.*

## PROJECT PRESENTATION DEADLINES & CRITIQUES

**Projects have deadlines that must be met.** You should learn this lesson now because in the real world paying clients will not be as understanding as your instructor.

- On the evening that the project is due you will make a presentation of your work to the class.
- This will be in the form of a brief explanation of your process and solutions to the problem posed by the assignment.
- Your fellow students will provide constructive criticism and ask questions of you as necessary.
- Just shouting out “That sucks!” or “I like it!” does not constitute constructive criticism.
- *Critique participation will be factored into your grade.*

## FINAL EXAM

**There is final exam for this class.** It should be easy. If you don’t know this stuff by the end of the semester... Yikes!

- It will be a multiple choice test covering what you have learned in the semester.
- All students should be present for the final exam.
- If a student misses the final exam their lives will be in ruins and they will grow old—unloved and unwanted.

## TVAC EXPECTATIONS (THINK, VALUE, ACT, COMMUNICATE)

The faculty of Valencia College has identified four core competencies that define the learning outcomes for a successful Valencia graduate. These competencies are at the heart of the Valencia experience and provide the context for learning and assessment at Valencia College. You will be given opportunities to develop and practice these competencies in this class. The four competencies are:

**Think**—think clearly, and creatively, analyze, synthesize, integrate and evaluate in the many domains of human inquiry

**Value**—make reasoned judgments and responsible commitments

**Communicate**—communicate with different audiences using varied means

**Act**—act purposefully, effectively and responsibly.

These categories apply to you as design student. A recent survey determined that students not showing excellence in such categories might not be considered for hire at the organizations that participated in the survey. It is in the best interest of the student to develop these skills before looking for work as a designer. *Just as earning a degree does not entitle a student to a well paying job, students should also understand that completion of assigned tasks alone do not entitle a student to a high grade.*

## ATTENDANCE

**Class begins at 6:00PM on Thursday night.** Roll is taken at the beginning of class. Regular and punctual attendance is expected.

- A student who **MISSES MORE THAN TWO (2) CLASSES** will be given the option to withdraw from the class for excessive absences *or to have their final grade reduced by 10 points* (the equivalent of a letter grade) for every absence after the initial two.
- This means if you are absent three (3) times your final grade will be reduced by 10 points. Four absences means your grade is reduced by 20 points. After that, what's the point?
- To add insult to injury, if an absence leads to a late assignment your grade will be reduced even more.

## LATE TO CLASS

- Valencia College allows a grace period of ten minutes before a student is considered late. However, that does not mean class starts at 6:15.
- Late attendance or early departure without instructor approval may result in you being considered *not in attendance* for that day. For shame!

## WITHDRAWAL FROM CLASS

Withdrawal of a student from this course is based upon rules established by Valencia College.

- To receive a tuition refund a withdrawing student must notify the appropriate authorities before or on September 4, 2018 by the end of day.
- Students with more than two (2) absences are encouraged to withdraw to prevent a reduction in their overall GPA.
- Withdrawing from class is up to you. The instructor will not withdraw you for excessive absences. Instead, your final grade will be reduced for each absence past two. (See previous rule under ATTENDANCE.)
- Withdrawal deadline to receive a “W” is November 18, 2018. There is no tuition refund.

## LECTURES & DEMONSTRATIONS

The course will be taught through a combination of lecture, hands-on classroom exercises and project assignments.

- Lectures and demonstrations are given at each class meeting so students should come prepared to work each class and bring materials as required.
- If lectures or demonstrations are missed it will be the responsibility of the student to obtain the necessary information from another student at some time other than class time.
- Students should not assume that there will be class time to complete homework assignments. *‘Cause there won't be!*

## EXTRA CREDIT

*With approval from the instructor*, extra credit may be earned toward your overall grade.

- Extra credit assignments will be negotiated between the student and the instructor.
- Extra credit projects must be turned in the week before the Final Exam period and will more than likely include a presentation to the class.
- There are already a number of difficult assignments necessary for the completion of this class, so the possibility that you will have any time to do any extra credit work is remote in the extreme. Just saying...

## ACADEMIC HONESTY

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Cheating of any kind will not be tolerated. Plagiarism (or *stealing* as it is known) is a form of cheating.

- Each student is required to follow Valencia policy regarding academic honesty. All work submitted by students is expected to be the result of the student's individual thoughts, research, and self-expression unless the assignment specifically states *group project*.
- If caught cheating a "0" for that project/test will be given and you may be withdrawn from the course.
- You are responsible for your own work. Do not allow anyone to help you complete any part of your assigned projects (other than with friendly advice or in a team situation). Exams and homework are considered individual effort.
- Lab personnel may help only with issues pertaining to a lab computer or lab provided applications.
- Purposefully copying or deleting files that are not yours from a school computer (or any other computer that is not your own) without permission will be considered cheating.
- Failure to pay for computer prints from the school or the lab is dishonest. If caught, you are subject to withdrawal from the course.

## RULES OF CLASS CONDUCT

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As a student in this class, you assume the responsibility of becoming familiar with and abiding by the general rules of conduct as recognized by Valencia College:

- Students who engage in any prohibited or unlawful acts, or acts that result in disruption of a class may be directed by the instructor to leave the class.
- Disciplinary action could include being withdrawn from class, disciplinary warning, probation, suspension, expulsion, or other appropriate and authorized actions.
- Violation of any classroom or Valencia College rules may lead to disciplinary action up to and including expulsion from Valencia College.
- You will find the Student Code of Conduct in the current Valencia Student Handbook.

### **No texting, tweeting, or phone calls during class.**

It is rude, disruptive and under some circumstances might be considered cheating. During exams and quizzes, students may not leave the room unless they are bleeding out of their ears.

## LAB CONDUCT

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Computers in the lab are the property of Valencia College and should not be abused. Use is restricted to class activities. Any other use is strictly forbidden. Inappropriate use includes, but is not limited to:

- Use of computer to send e-mail or access Internet sites not specifically assigned in class. So no porn, people!
- Use of a lab computer for employment, internship, homework or other activities not assigned in class.
- Permanently modifying any hardware or software system configuration or setting.
- Activities not in accordance with the Valencia Student Code of Conduct
- *Warning:* Lab computers use may be remotely monitored. Using computers inappropriately may be subject to dismissal from class or banishment from the lab. Subsequent offense may be sent to the campus administration for further disciplinary action.

## CONTACTING THE INSTRUCTOR

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**To contact the instructor, use the Valencia College e-mail system** (kboynton@valenciacollege.edu).

*It is the policy of the Valencia College that e-mails from private accounts should not be answered.* E-mails with specific questions will be answered as soon as possible, usually within 24 hours. Students who need more than a brief response should arrange a meeting with the instructor.

## BAY CARE BEHAVIORAL HEALTH'S STUDENT ASSISTANCE PROGRAM

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Valencia is committed to making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help that may assist them with psychological issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. Students have 24 hour unlimited access to the Bay Care Behavioral Health's confidential Student Assistance Program phone counseling services by calling **1-800-878-5470** or find more information on the Web at <http://www.baycare.org/sap>. Students may also contact the *Victim Service Center of Central Florida* at **407-500-4325** or on the Web at <http://www.victimservicecenter.com/>

## STUDENTS WITH DISABILITIES INFORMATION:

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Students with disabilities who qualify for academic accommodations must provide a Notification to Instructor (NTI) form from the Office for Students with Disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class; accommodations will not be applied retroactively. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities.

East Campus Building 5, Rm. 216 **407-299-5000 x2229**  
West Campus SSB, Rm. 102 **407-299-5000 x1523**

## FURTHER VALENCIA COLLEGE INFORMATION

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*College Catalog/Student Handbook/Policy Manual*

A full description of all College policies can be found in the College Catalog at <http://www.valenciacollege.edu/catalog/>

The Student Handbook can be found at:

<http://valenciacollege.edu/pdf/studenthandbook.pdf>

The Policy Manual can be found at

<http://www.valenciacollege.edu/generalcounsel/>

The college calendar can be found at

<http://valenciacollege.edu/calendar/> for important dates.

## SUPPORT SERVICES

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*Smarthinking* online: on-demand student support site

<http://www.smarthinking.com>

Valencia College offers a variety of *SkillShops*, short seminars covering a variety of topics which deal with student success, goals and purpose. To check out *Valencia's Skillshop* offerings, go to:

<http://valenciacollege.edu/student-services/skillshops.cfm>

## CAREER PROGRAM ADVISORS

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CPAs are available to help students with scheduling classes and planning a path to graduation.

*CPA for Graphics & Interactive Design Technology:*

Genevieve Hall

[ghall13@valenciacollege.edu](mailto:ghall13@valenciacollege.edu)

West Campus Bldg. 7-107

407-582-1239

## STUDY TIPS

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The following study tips have been provided by Valencia College:

**LEARNING IS AN ACTION VERB!!** Most students need to do more than just sit through lectures and reread their notes. Spend 1-2 hour blocks of time EVERY DAY actively writing or discussing concepts to make them a part of your memory. Use the words you learn often, they will sink in better.

Here are some study and classroom management tips that have assisted former students:

- Attend class daily and don't be tardy. The introduction to each lecture explains the purpose of the entire lecture. Students who follow this rule won't miss important information. Also, try to stay awake during the lecture. I know this is difficult but try...
- **REWRITE YOUR NOTES** soon after the lecture; if the instructor permits, tape record lectures and replay to refresh your memory when you rewrite your notes.
- Create flash cards with questions you make up from the lecture and lab with answers on the back.
- Use mnemonic devices and/or games to remember concepts; go to Google images, YouTube and Khan Academy for additional pictures and videos to clarify concepts.
- Make lists of confusing topics from your studying and ask questions.
- **JOIN A STUDY GROUP** and predict what questions the professor could ask on the test.
- Get the telephone number of one or more classmates in case you are absent from a class.

## OTHER SUGGESTED READING RESOURCES

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**Books** (alphabetical by author) Essentials marked with a star glyph.

- *The Elements of Typographic Style* ★  
Robert Bringhurst
- *A View of Early Typography*  
Harry Carter
- *From Gutenberg to Opentype*  
Robin Dodd
- *Typographic Systems*  
Kimberly Elam
- *The Complete Manual of Typography* ★  
James Felici
- *An Essay on Typography*  
Eric Gill
- *Text on Type: Critical Writings on Typography*  
Steven Heller & Philip B. Meggs, ed.
- *Revival of the Fittest: Digital Versions of Classic Typefaces* Philip B. Meggs & Roy McKelvey, ed.
- *Anatomy of a Typeface* ★  
Alexander Lawson
- *Printing Types*  
Alexander Lawson
- *Thinking With Type* ★  
Ellen Lupton
- *The Typographic Desk Reference*  
Theodore Rosendorf
- *Typography Workbook*  
Timothy Samara
- *The Eternal Letter: Two Millennia of the Classical Roman Capital* Paul Shaw, ed.
- *The New Typography*  
Jan Tschichold

### Magazines

- *Communication Arts*
- *How*
- *Print*

**Websites** The Web is fickle. Some of these sites may already be defunct.

- <http://www.typesociety.org/>  
Home of The Society of Typographic Aficionados.
- <http://ilovetypography.com/>  
A site devoted to all things typographic.  
Many excellent articles.

- <http://typophile.com/>  
A public forum for type nuts.
- <http://typedia.com/>  
An online catalog of typefaces from different foundries.  
One-stop shopping.
- <http://www.lettercult.com/>  
Features some great examples hand-lettering.
- <http://webtypography.net/>  
The Elements of Typographic Style applied to the web.
- <http://www.thomasphinnney.com/>  
A blog about type by a real type-tech geek.
- <http://www.emigre.com/>  
Type & design examples from the famous design studio.
- <http://www.houseind.com/>  
House Industries web site featuring type & design.
- <http://fontsinuse.com/>  
Exactly what the name implies. See fonts in use.
- <http://designm.ag/inspiration/typography/>  
Links to other type sites.
- <http://www.typography.com/>  
Hoefler & Co. (a digital type foundry)
- <http://www.paulshawletterdesign.com>  
Paul Shaw is a designer and author.

## SUGGESTED SUPPLIES

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- External Storage Media. Don't leave your files on a lab computer. *This is your responsibility. Don't lose it. "I forgot my flashdrive" is the 21st Century equivalent to "The dog ate my homework."*
- A ruler with inch, point and pica measurements.
- X-acto knife, or other cutting tool, with extra blades.
- Band-aids (see X-acto knife, above).
- Tracing Paper Pad; 9" x 12" minimum size.
- Paper appropriate for book pages and front and back covers (TBD).
- Binding method appropriate for book (TBD).

# Fundamentals of Typography

## Semester Assignments

These assignments are not only designed to teach you about the various important aspects of letter forms and typography but to provide you with samples for your student portfolio. The type poster and typography book should receive the greatest emphasis in this regard. **A more detailed creative brief will be issued for each project.**

### **1. FOUND LETTERS & SHAPES** *5% of Final Grade*

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The goal of this project is to find alternative sources of lettering and typography and collect them together to form an alphabet (with number glyphs as well).

### **2. DECONSTRUCTION OF LETTER FORMS** *5% of Final Grade*

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Understanding the basic shapes of letters regardless of their typeface design by altering their appearance.

### **3. TYPOGRAPHICAL SYNTAX** *5% of Final Grade*

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The goal of this assignment is to rearrange or alter letters in a single word in order to graphically illustrate its meaning.

### **4. COMPARE & CONTRAST LETTER FORMS** *10% of Final Grade*

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The goal of this exercise is to familiarize you with the similarities and differences between various typefaces by studying the details of a group of letters in each face.

### **5. ARTICLE PAGE LAYOUT/HIERARCHY** *10% of Final Grade*

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Designing and setting a magazine style article with emphasis on the hierarchical order of elements on a page.

### **6. RESEARCH PROJECT PRESENTATION** *20% of Final Grade*

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Creating and designing an in class presentation to display your research of a particular typeface, its history, use and design.

### **7. TYPE POSTER** *10% of Final Grade*

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Design a poster based upon your research presentation that displays your chosen typeface.

### **8. TYPOGRAPHY BOOK** *25% of Final Grade*

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Using your previous lessons as illustrations, design and produce a type specimen book for your chose typeface.

### **FINAL EXAM** *10% of Final Grade*

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It will be a multiple choice test covering what you have learned in the semester.

#### **ASSIGNMENT PRODUCTION REQUIREMENTS**

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All projects are to be printed and turned in on presentation day with accompanying digital files.

- For the early assignments black and white prints on letterhead sized paper is adequate.
- A high resolution color PDF must be turned in as part of the project.
- Certain assignments may also require a packaged InDesign file and folder.
- Students are responsible for any printing costs.
- If needed, print cards can be purchased to print in the West Campus lab.
- There may be a fee for the printing costs of your poster project. Costs vary, but may be as much as \$45.
- **Failure to turn in either a printed copy or a digital file and your assignment will be considered late. This will result in a grade reduction** (see page 3).