

**PROVO COLLEGE
COURSE SYLLABUS**

Course Number/Name: **DES135 TYPOGRAPHY**

Hours/Credits: 40 hours/3 credits

Term: Spring

Course Schedule: Apr. 19-Jun. 21

Instructor: Sam Ricks

Office Hours: By Appointment

Phone Number: 801.367.8774

Email Address: samuelricks@gmail.com

Prerequisites: None

Course Description: Using characters and narrative, students study storyline development. Storyboarding techniques from all aspects of the animation process are explored.

Course Objectives: **Upon completion of this course, students should be able to:**

- 1. Identify different stages of type from the year 1450 to post-modern**
- 2. Identify six basic font families**
- 3. Compare the parts of a letter such as serif and sans serif type**
- 4. Construct type hierarchy in layout and grids**
- 5. Demonstrate thoughtful kerning and leading as an element of good design**
- 6. Select appropriate organization and emphasize without reducing legibility**

Required Texts: **Thinking with Type: A Critical Guide for Designers, Writers, Editors & Students.** Lupton. Princeton Arch, 2004. ISBN: 1568984480

Design Basics Index. Krause. How Design Books, 2004. ISBN: 1581805012

Instructional Methods: Lecture, lab, projects, and tests on tools and functions

General Course Policies:

1. Students will abide by the College Honor Code.
2. Students are expected to arrive promptly for class.
3. Class attendance is essential to academic success. Lack of regular attendance may result in probation or suspension.
4. All students, faculty, and staff are required to conform to acceptable standards of academic integrity. Cheating will not be tolerated. If the instructor has reason to believe that any student is giving or receiving unauthorized assistance during an examination, the materials will be removed from the involved parties. Each student will receive a grade of "0" on the examination, and each student may be subject to disciplinary action (see College Catalog). Plagiarism is a form of cheating. Crediting and citing authors or sources will avoid plagiarism.

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Grading Criteria: Students must receive a minimum of 70% or better in all general education and program core courses. Please see the Academic Catalog for general graduation requirements.

<u>Letter Grade</u>	<u>Grading Scale</u>	<u>Letter Grade</u>	<u>Grading Scale</u>
A	94-100	C	74-76
A-	90-93	C-	70-73
B+	87-89	D+	67-69
B	84-86	D	64-66
B-	80-83	D-	60-63
C+	77-79	F	0-59

Evaluation Methods:

In-class Assignments.....	10 pts x 20 classes = 200 pts
Assignments.....	Approximately 4 assignments worth 100 pts. each
Final	400 pts
Attendance/Participation.....	10 pts x 20 classes = 200 pts
TOTAL	1200 pts

Course Outline: The course outline may be changed at any time at the discretion of the instructor.

COURSE OUTLINE		
WEEK	TOPIC	ASSIGNMENT
Week 1	▪ Type anatomy	
Week 2	▪ Font families	Assignment 1
Week 3	▪ Form and Function	Assignment 2 Draft
Week 4	▪ Form and Function	Assignment 2
Week 5	▪ The Grid	Assignment 3 Draft
Week 6	▪ Organization	Assignment 3
Week 7	▪ Experimental type	Assignment 4 Draft
Week 8	▪ Typeface design	Assignment 4
Week 9	▪ Logos	Final Draft
Week 10	▪ Final	Final