OVERVIEW

Typography II takes the basics acquired in GPHD 120 and moves the student toward more advanced type compositions. Projects will push the student’s ability to organize and abstract type to create intriguing, resonating designs. Multipage format will be explored. Prerequisites: GPHD-120, GPHD-122 and GPHD-125 with a “C” or better.

OBJECTIVES

In this course, the student will:

• learn to use abstraction purposefully in type composition
• learn how proportion factors into typography and format
• learn about more advanced type principles (i.e., expert characters)
• learn about the literary possibilities of type via tropes/schemes
• become more aware to the role of narrative in message making
• reinforce and build upon grid principles acquired in GPHD-120
• further their ability to see/sculpt whitespace and effective composition
• further their ability to critique and edit a type composition
• further their ability to create “type only” and “type+image” compositions
• further their ability to organize multiple levels of information in a type composition

HOURS

Class MW 9:00a–11:30a / MRP-1003
Office MW 12:30p–2:00p / MRP-5011

TEXT

Elements of Typographic Style (third edition)

READINGS

Aside from the required text, the instructor will post additional readings to his faculty homepage. The deadlines for different readings will be announced weekly in class. Take notes on assigned readings as pop quizzes will be administered for comprehension. All quizzes are open notes. Notes should be printed out if digital. Marked up photocopies/printouts of the readings are not usable for quizzes.

TOOLS

Standard tools and materials will be required for the mounting of major projects at home. For regular class time, however, please bring the following:

• black medium sharpie • glue stick
• black micron pen • highlighter marker
• scissors • 2 different color ballpoint pens
• red colored pencil • exacto knife
• white out pen • tracing paper pad (9 x 12 min)
• post it notes (canary) • sketch pad (9 x 12 min)
• scotch tape
**Attendance**
Roll will be taken at the beginning of every class. If a student is consistently late or leaves early, he/she will be marked absent. If a student walks in late, it is their responsibility to approach the instructor after class to let them know. Watch the instructor mark your name in the roll book to ensure late attendance has been recorded. Students missing class are responsible for assignments and notes given during the missed period (swap phone numbers with as many peers as possible, do not ask the instructor). Students are still responsible for getting their work in, even if they are absent. Every absence after the third absence will take one letter grade off the final semester grade earned (i.e., an A- would become a B-). Three lates equal one absence.

**Participation**
In GPHD-130, the student is expected to be a seasoned, self-motivated design major. Part of a student’s grade will be a reflection of their work ethic in, as well as out of class. Come prepared with course supplies and finished homework and be ready to participate in class. This is the advanced type course of the major; students should show in their work ethic and initiative that they are equal to the task. Class notes and exercises are included under this heading.

**Academic Dishonesty**
Cheating is unacceptable at CSUS. The instructor will be vigilant in monitoring the original quality of work done in this class. If cheating, copying or plagiarism is discovered, the instructor will not hesitate to use the provisions outlined in the university’s administrative policy.

**Drops**
Students are expected to know the university’s policy on dropping classes. Drops requested beyond the usual deadline require a ‘serious and compelling reason.’ Refer to the official drop policy found in the spring/fall class schedule for more details.

**Deadlines/Make-Ups**
All work is due on the dates assigned. Take deadlines very seriously. Weekly assignments and exercises receive no credit if they are late. Major project deliverables (milestones) that arrive late or at the end of the period will be marked down marked down 20%. Every day a project deliverable is late, it is marked down 20%. This includes weekends, so if you miss a Wednesday deliverable, get it in before the weekend to get some credit.

**Practical Precautions**
Students are to take proper measures to protect their work when storing and transporting it. Use course supplies, works-in-progress, and finished projects in secure places. Use a packing material and a sturdy portfolio case (or box) to transport fragile pieces to and from campus. Lockers are available in Kadema-166 and in the Art Department breezeway. Bring a reliable lock if using these storage areas. Stolen or damaged projects will not be excused. When dealing with digital files, save early and save often. Back up all files, whether done at home or in the lab. Make at least two backups of everything you do, and save generations of your work. Computer hardware problems, corrupt files and defective disks/drives will not be excused.
Class Conduct

- Professional etiquette is expected when working in the studio. Profane, vulgar or suggestive language is unacceptable. Students are to respect the eyes and ears of everyone in the class at all times.
- Unless it has been cleared by the instructor, do not work on an assignment in class the same day it is due. Do not print out or craft homework in class right before (or during) class that it is due. Come prepared with finished work.
- Do not surf, text, twitter, facebook, email—essentially ANY electronic activity—while in class unless the instructor has designated a break period. Set all handheld devices to silent mode while class is in session and keep them out of sight.

Note: Anyone who fails to observe the above rules will be awarded a zero for the day and may receive a lowering of their semester grade if the behavior continues once warned.

Sac CT

Students registered for the course will be automatically added to the course Sac CT group. On the site you will find the course syllabus, readings, discussion board and email. Some assignments will involve posting up to the site. Be sure to set email forwarding from Sac CT to your regular email address within the first week of class.

Grading

Grades in 130 will be based on quizzes and projects done throughout the semester. The only things that can have a negative affect on a final grade are poor attendance, participation or plagiarism. The breakdown of design project grades will be based on the following merits:

<table>
<thead>
<tr>
<th>A</th>
<th>full integration/execution</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>effective self-edits</td>
</tr>
<tr>
<td></td>
<td>critical thinking</td>
</tr>
<tr>
<td>C</td>
<td>craftsmanship</td>
</tr>
<tr>
<td></td>
<td>dir. understood/edits made</td>
</tr>
<tr>
<td></td>
<td>parameters followed</td>
</tr>
<tr>
<td>D</td>
<td>work completed on time</td>
</tr>
<tr>
<td></td>
<td>class participation</td>
</tr>
<tr>
<td>F</td>
<td>preparation</td>
</tr>
<tr>
<td></td>
<td>attendance/punctuality</td>
</tr>
</tbody>
</table>

The rubric above shows the steps of proficiency equal to each letter grade. Note that the higher the grade climbs in the rubric, the more skills the student must demonstrate in the process. It is important to understand the tiered quality of the rubric above: students must master all skill levels bracketed within any particular grade. For example, a student who demonstrates proficiency in critical thinking (a B level trait), but fails to follow given parameters of the assignment (a C level trait), will earn a final grade of
On the assignment. Just as a chain is no stronger than its weakest link, a student must show a mastery of all traits corresponding to the grade they desire. What follows is a more detailed description of each rubric category.

**Attendance/Punctuality**
Refer to the Attendance clause outlined in the Policies section of this syllabus.

**Preparation**
To be prepared for class simply means coming with the required tools and materials. These are students who are ready to participate when they come to class.

**Class Participation**
Participating students are those who come to class on time, fully prepared to work, and actually do meaningful work in class. Though in typical classes, participation entails a student’s vocal involvement, in the context of a graphic design class, those who truly participate are those who are actively engaged in perfecting their craft through the duration of the class meeting. Traits of good participation include staying on task during class activities, paying attention when instruction is being given, and asking questions when a concept or task is not understood. Full participants bring weekly class notes and are engaged in class exercises and activities.

**Work Completed On Time**
This is a big one. It is key that assigned homework be completed before a student comes to class. If work is unfinished, a student’s skill level can not be accurately assessed. This not only results in a phase/project being turned in late, but it also hampers the student’s involvement in an class exercise (especially one that hinges on previous work being completed). Come to class not only with needed tools and materials; come with finished homework that reflects an honest effort. This, along with the aforementioned three traits, are the minimum needed to secure a **D+** grade.

**Parameters Followed**
A student must show that he/she can adhere to basic project parameters. Though in this class setting, it may mean using specifically prescribed materials or sizing a piece to an exact dimension, such a skill has broader application when working on real world projects (i.e., staying within a limited budget, working in x number of colors, etc). A student must demonstrate that set guidelines can be followed.

**Direction Understood/Edits Made**
Beyond given parameters, a student must show that he/she can understand and take art direction. This involves the ability to listen and adapt to changing conditions. The student must not only show that art direction was understood, but also that it was thoroughly explored in successive edits. Taking direction and following parameters are basic to a **C** grade in this course.

**Craftsmanship**
Craft refers to the clean execution of a design phase or end product. In process, it describes work that is aesthetically appropriate for a given stage, and in finished pieces, it refers to the expert handling of the tools and materials (to the point that their roll becomes transparent to the audience). True craft demonstrates commitment to a high visual standard. Well-made projects are devoid of dings, dirt, smudges, fingerprints, mis-cuts, errant rules, uneven mounting, sloppy glue jobs and shoddy materials. A student must gain mastery of this skill to earn a **B-** or better in this course.
Critical Thinking
Once the aforementioned production skills are in place, a student further distinguishes his/her work by the quality of thinking that goes into it. Critical thought goes beyond simply noting the lecture or doing what the instructor directs. It involves a Socratic approach to design problem solving and opens the mind up to original thought. Students operating at this level are mindful of all of the spheres of the Design Model and the many variables that affect the design process. They not only think innovatively, but document it in their notes and mockups.

Effective Self-Edits
Individuals who go beyond given art direction and explore meaningful, aesthetically discriminating edits, show the potential to be future designers. These are they who take critical thinking and apply it in their editing. This is the type of student who goes beyond the minimum effort required in an assignment and explores additional options intelligently. The students who make effective self-edits show an eye for design and require less art direction over time. This is where proficient design begins; where grades range between B and B+.

Full Integration
When all of the aforementioned levels combine, the student begins to weave his/her designs into seamless gestalts. Projects that are 1) fully integrated in organization, aesthetics and meaning, 2) designed effectively over different formats and media, and 3) are executed with expert craftsmanship, will have realized their full potential. Students operating at this level of excellence generate portfolio-worthy pieces and perform like high-level designers. Such work warrants a solid A grade in 130.

Final Grades
The final evaluation of a semester grade will involve the percentage totals of two different areas: body of knowledge and design application. Body of knowledge is made up of the quiz, midterm and final exam points earned in the lecture portion of the class. Design application accounts for the activity portion of the course and includes all phase work and the culminating deliverables turned in. The following items will constitute the workload in 130:

**Body of Knowledge**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Points Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes / QF Activities</td>
<td>10 installments</td>
<td>100</td>
</tr>
</tbody>
</table>

**Design Projects**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Points Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Book Design + pb</td>
<td>special edition book</td>
<td>250</td>
</tr>
<tr>
<td>2 - Publ. Spread + pb</td>
<td>info-layered magazine composition</td>
<td>250</td>
</tr>
<tr>
<td>3 - Independent Research</td>
<td>type experiments</td>
<td>150</td>
</tr>
</tbody>
</table>

Total 750

Body of Knowledge (100) + Design Projects (650) = 750 Points Possible

**Final grade** = \[\text{BoK points earned + DP points earned + extra credit earned}] / 750

Final grades will break down as follows: 90-100%=A range, 80-89%=B range, 70-79%=C range, 60-69%=D range, 59% and below=F range. When a grade averages fall closely between two ranges, the instructor reserves the right to grade up or down depending on his evaluation of the student's overall class participation.
Extra Credit

Those interested in earning extra credit may do so by attending one Festival of the Arts lecture this semester (schedule tba). Students who turn in a one-page typed reflection the Monday following the event will earn a maximum twenty extra credit points.