DELAWARE

COLLEGE OF ART

AND DESIGN

DCAD

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Typography I / John Breakey   09.20.2020

Course: Typography I   GD 223 / Credits: 3
Area: Graphic Design
Prerequisites: Foundation year
Credits: 3

Course Description & Objectives: This introductory course focuses on letterforms and nomenclature: the rudiments and pragmatics of structuring simple, yet successful typographic relationships. Students begin with an examination of letterforms within the context of history. Through a series of exercises designed to give a tactical understanding of letterforms as graphical elements, students experience letterforms as integral parts of a greater system of communication. Exploration of the subtleties and intricacies of working with text provides a body of knowledge about typographic relationships, composition, and the structuring of presented information.

Class meets Thursdays: from 8:30 AM-12:30 PM and 1:55 PM–6:00 PM (2 Sections)
                           Location: Room 410   Fall 2019
Instructor: John Breakey   Program Chair, Graphic Design
Email: jbreakey@dcad.edu   johnbreakey@dca.net
url: dcad.populiweb.com   www.johnbreakey.com
Phone: 302.622.8867 x 714
Office Location: Room 408 / Fourth Floor
Office Hours: by appointment and as per Fall 2019 schedule

Required Text For This Course: it is required that students purchase the following books to use as a course text and reference: The Fundamentals of Typography By Gavin Ambrose & Paul Harris ISBN: 2 - 940373 - 45 - 0 / Publisher: AVA Publishing, in the US: Ingram Publishers Services, Inc., $ 37.50 plus shipping from Amazon: http://amzn.to/1jVe7wM
Efforts have been made to provide students with copies of the text. See the instructor.
A PDF version of the text will be available for distribution to the students choosing not to have an actual text> Students are responsible for the information within whether printed of digital.

Method of Instruction: the class will be conducted using a variety of methods for achieving the stated objectives through assigned reading, lectures, discussions, demonstrations & example. Additional procedure will include regular class critiques of student work in all stages of development, assigned projects executed in and outside of class, a Mid-Term and final exam of topics covered in class. If possible, a field trip to a local printing press and specific museum visits will be included.

Student Learning Outcomes (SLO)
Upon successful completion of the Typography 1 course, students will:
1. Demonstrate the ability to visualize and exert influence on the typographic parameters of spacing such as kerning, tracking & individualized custom letterspacing.
2. Successfully use typographic function such as point size, leading and measure to better promote legibility, readability and organization of text

Student Learning Outcomes (SLO) *continued*

3. Manage written copy that demonstrates the nature of the typographic potential within the specimen book offering, text display within design & end user context
4. Expand upon 1st semester practice of using contrasts such as weight, dimension and width to create emphasis and best organize text into useful hierarchy
5. Possessing an end-user awareness of the information and displays thoughtful employment of typographic responsibility to the assignment requirements

SUPPLIES
Supplies & materials: in addition to basic drawing and drafting supplies that students should already have, you will need the following, but please keep in mind this is an estimate and you may not specifically spend as much as the total listed below:
xAacto knife and # 11 blades, box of 100: $20.00 + shipping @ amazon.com
Schaedler Rule (Mylar) preferred or a metal pica ruler (at least 18") $ 23.00 direct @ Schaedler online: www.schaedlerprecision.com
A USB Flash memory + cd media for archiving work: $ 20.00
3 M Adhesive: $ 15.75 + shipping @ amazon.com
Sharpie pens, 2 thick and 2 thin @ $ 1.85 each: $ 7.40
Several sheets of black presentation board; appx. size 20 x 30: $ 33.00 + shipping per carton of 10 sheets @ amazon.com
Students should plan on paying to print several pieces at local service bureau such as Parcels or FedEx Kinkos. The approximate cost per semester of out of house printing is $ 50.00 - 75.00
Cloud access; contact John Breakey to access the Basecamp server
Subtotal: $ 220.40

HARDWARE: Apple MacBook Pro 2.2 GHZ 16-inch Retina Display with 256 GB Flash memory hard drive, 16 GB of RAM: $ 2964.82 (includes 3 years Apple Care @ warranty: 379.00 and a Thunderbolt USB-C to USB adapter)
G-Technology 500GB G-DRIVE mobile USB Portable Hard Drive: $ 80.00
A mouse: $ 25.00
SOFTWARE: Adobe Creative Cloud subscription @ 19.99 per month with annual contract: $ 480.00 for two years. Adobe Creative Cloud subscription @ 29.99 on a month per month basis
Total Estimated Cost: $ 3648.82

For your convenience, software purchases can be made on the following websites:
http://adobe.ly/tnyCub
http://bit.ly/13DQJAS
The above prices are from Apple, Adobe and Microsoft. Less expensive options are available. DCAD has found going direct to the above sources to be the most reliable over time.

Other titles & resources recommended for reading, located in the DCAD Library:
The Elements of Typographic Style, Robert Bringhurst, Publisher: Hartley & Marks, $24.00
Stop Stealing Sheep & Find Out How Type Works, 2nd Edition
By: Erik Spiekermann & E. M. Ginger, Publisher: Adobe Press, $25.00