



spring 2019

Missy Anapolsky

## HOWDY

### Class Hours

Wednesdays; Lecture 5:00-6:50p, Lab 7:00p-8:15p; Advanced Technology 100

### Required Textbook

DESIGNING WITH TYPE (5th Edition) *James Craig*

### Contact Information/Office Hours

I do not have an (official) office on campus, however I do have office hours (see below). Please don't hesitate to contact me with questions/comments.



**If you send me an email and I don't respond CALL ME ON THE PHONE!**

916.6659587

missy@circledesign.net

OFFICE HOURS: Tuesdays, 11:00a-1:00p (or by appt.), place TBD

### Help Is Here!

We are honored to have Sharon Saltzman with us as our Beacon Tutor. Please feel free to contact her at: [sesartist@gmail.com](mailto:sesartist@gmail.com).

### Class Website

[circledesign.net/gcoms/347/](http://circledesign.net/gcoms/347/)

Typography is what language looks like. ELLEN LUPTON

### The Overview

Typography is the design of letterforms and their organization in space. This course is a primer for understanding the history and the core principles of typography. Throughout the semester, we will discuss and evaluate the elements of typography, deconstruct letterform, practice presentation skills, and focus on the process of DESIGN THINKING. We will engage in diverse projects with the goal of helping you/us gain insight towards understanding these unique forms which are truly the foundation of graphic design.

### The Objectives

Upon completion of this class, you will be able to:

- demonstrate a competency and understanding of core typographic principles and history;
- define and apply the terminology of graphic design and typography;
- analyze the use of letterform and image in visual communication, including print, web, and other new media applications;
- apply the principles of basic design to the problem solving process;
- understand the process of creating and modifying fonts via a cross platform font editor; and
- demonstrate an understanding of digital font management tools and digital font definitions and formats.



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### Class Materials

Each assignment will indicate any necessary supplies. Supplies to carry with you include: a sketchbook/drawing paper, a drawing pencil and/or pen, a flash drive, your mind and your smile. You will be doing a lot of crafting in and out of class; it is recommended that you carry basic crafting supplies: scissors, glue (white crafting), tape, exacto knife, etc. We will discuss this.

### Computer Skills

Core graphics software includes: page layout (InDesign), digital illustration (Illustrator), and photo editing (Photoshop); there are also additional core programs for Web and multimedia design. For this class, basic understanding of Adobe InDesign and/or Illustrator is expected.

### Class Policies

- This class is fun.
- No guests allowed in lectures, only registered students.
- No active cell phones, no texting, no web surfing, no completing homework during class lecture.
- No sleeping (or resting with eyes closed) in class.
- Disruptions of the learning process will not be tolerated.
- If you are chronically tardy to class, you may be dropped from the class.



**If you violate the above policies, you may be asked to leave. If the behavior persists you will be dropped from the course.**

- Print all homework assignments, unless otherwise specified.
- Work is due at start of class, considered late after that.
- You are permitted one late assignment during semester (see page 5).
- I have a mailbox in TEC-106 (main campus) that I check often.
- You can revise assignments only with instructor approval.
- Notify me regarding planned absences.
- If you miss 2 classes in a row or 3 classes throughout the semester you may be dropped from the class. It is your responsibility to drop the class before the final drop date (April 21) if that is your intention.
- Incomplete grades are for very special circumstances.
- No plagiarism.
- If you are struggling with class assignments see me as early as possible.
- Grades are determined by instructor, using a fair process.
- We are all unique and special, please treat yourself and others with respect and with kindness. Keep your eyes, ears, and mind open :)

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### **Deadlines & Time Management**

Think of me as your new employer. Your goal is to keep your job.

A FEW WORDS ON TIME MANAGEMENT: DO IT. Practice it, make it a necessary part of your daily life. Effective management of your time will decrease stress and give you the satisfaction of achieving goals. Make lists, make schedules, follow them. Designers (people!) are well known for perfecting the art of procrastination — we often produce our best work under extreme pressure. However, please be assured that you can be the best designer in the world but IF YOU CAN'T MEET YOUR DEADLINES, YOU LOSE THE JOB. Stay employed, stay in class, make your deadlines.

### **Student Success**

The GCOM faculty is dedicated our student's successful completion of their courses and educational goals. To that end, if an instructor feels that a student is not meeting expectations (absences, tardiness, missed assignments, etc.) early in the semester, the instructor will use the Los Rios SARS Early Alert system to notify the student of their concerns. The SARS system will also refer the student to the Community of Care team in the SCC Counseling office who will initiate contact and help the student resolve the issues and get back on the path to success. If you have any questions or concerns about your own ability to succeed in this course, please contact the instructor immediately.

Design is solving problems. Graphic design is solving problems by making marks. Type is a uniquely rich set of marks because it makes language visible. Working successfully with type is essential for effective graphic design. JOHN KANE

### **Grading System**

**ULTIMATELY, YOUR GRADE IN THIS CLASS WILL REFLECT YOUR EFFORT, WHICH IS MEASURED BY YOUR DEMONSTRATION(S) OF WHAT YOU HAVE LEARNED AND DISCOVERED.**

You will be working on multiple projects this semester which will be graded on the following criteria: clarity of communication, presentation, ability to follow instructions and ability to meet deadlines.

There will be a midterm (and a final if needed). The tests will cover the material directly preceding it (although the final may review some of the most important elements from the first half of the semester). A review will be given during the class session preceding the exam.

These items (projects, tests) along with your active participation and attendance (WHICH ALL EQUAL EFFORT) will comprise your final grade.

Good luck, have fun and keep smiling!



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## OPPORTUNITIES

### Project One | Letterplay

Be a kid. A very observant one.  
Enjoy happy accidents too.

### Project Two | Typographic Journal

Wander. Observe. Record. Repeat.

### Project Three | Letterforms

Examining the beauty of form. Optional necessity.  
Scale. Crop. Contrast. Balance. Flow.  
Create...Recreate. Form...Reform.  
Evolving dimensional space.

### Project Four | Visual Comparisons

Relating forms. Asserting companion qualities.  
Visually activating space.

### Project Five | Early Letterform

More Grid. More Visual Hierarchy. 100 words. Your words.

### Project Six | Type and Image

Type & Image. Salt & Pepper. Peanut Butter & Jelly.  
Grid. Visual Hierarchy. The beauty of the layout.  
Breaking text like glass. With hammers and space.

### Project Seven | Maps

Visual organization. In style.

### Project Eight | Call to Action

Grid. Visual Hierarchy. The power of the poster.

### Project Nine | Exhibition Ism

A plethora of opportunity to be approached with adamant will.  
Memorable, simple, strong, concise, no frills added.

More powerful than all poetry, more pervasive than all science,  
More profound than all philosophy,  
Are the letters of the alphabet,  
Twenty-six pillars of strength  
Upon which our culture rests. OLOF LAGERCRANTZ



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### GRADING MATRIX

project one	20pts
project two	50pts
project three	50pts
project four	20pts
project five	30pts
project six	30pts
project seven	30pts
project eight	30pts
project nine	50pts
midterm	70pts

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total	380pts
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Final grades are based on total points using this scale:

A = 90-100% total points, B = 80-89%, C = 70-79%, D = 60-69%

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### GRADING AND NEARLY NO LATE WORK POLICY

As stated previously, all projects will be graded on clarity of communication and your ability to follow instructions.

- ➔ All assigned work is due at START of the class on due date (stated on project).
- ➔ All work that is turned in (including phase work) must clearly state your name, name of project, phase (i.e. brainstorm, roughs, etc.) AND date.  
note: This information NEVER lives on the front/artwork side of your work; it belongs on the back and/or on the holder (i.e. folder, envelope, etc.).

As stated on page 3, you can't meet your deadlines, you lose... you may lose your payment, your clients, and/or your job. During the semester, you will only be allowed to turn in ONE LATE ASSIGNMENT. It's your choice when to use this option, but you only get it once. This late assignment will not be penalized. You must indicate that this is your LATE WORK assignment. Any other late assignments will not be graded and will not earn any points.

**Note: Many of your projects have process work due; each of these project phases will have a due date associated with it and EACH WILL CONSTITUTE ONE ASSIGNMENT.**