

## VA 234 Design with Typography

Spring 2023

Syllabus

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OFFICE FASS 2091 (Appointments must be scheduled in advance.)  
CLASS Wednesday 15:40–18:30  
Classes will be online; they may become synchronous (physical + Zoom streams if needed) in April.

### DISCLAIMER

We may have to revise the course plan according to the reassessment to be made country-wide, regarding higher education, at the beginning of April. The content to be delivered is certain but the method of course delivery, the number and dates of exams, and some other details are subject to change.

DESCRIPTION In this course, students will be introduced to typography as a cultural medium and as a visual design technique. They will develop an awareness of their typographic surroundings and deal with the basics of micro- and macro-typography, form and counterform, page architecture (grids), information hierarchy, legible and readable typesetting, typeface families, typeface categories and their appropriate usages. Students will be using industry-standard software such as Adobe Illustrator and Adobe InDesign. The course will also include readings, workshops, and videos.

### RESOURCES

#### BOOKS

*Thinking With Type*  
Ellen Lupton

*The Elements of Typographic Style*  
Robert Bringhurst

*Stop Stealing Sheep & Find Out How Type Works*  
Erik Spiekermann & E. M. Ginger

*Typography: Macro and Microaesthetics*  
Willi Kunz

*Just My Type*  
Simon Garfield

#### WEBSITES

[Practical Typography](#) (Matthew Butterick)  
[Glossary of Type Terminology](#) (Fontshop)  
[Monotype Resources](#)  
[IStype](#) (seminar videos)  
[Türkçe Tipografi Topluluğu](#)  
[Manifold](#) ('Tipografi' metinleri)  
[GMK Yazılar](#)

### SOFTWARE TO USE

Adobe Illustrator, Adobe InDesign

Although help and workshops will be provided, students are expected to learn software use on their own time.

### GRADING

%9 Classworks	93 A	73 C
%25 Project 1	90 A-	70 C-
%33 Project 2	87 B+	67 D+
%33 Project 3	83 B+	63 D
	80 B-	60 D-
	77 C+	<60 F

Students must show progress with drafts in critique sessions, and not submit previously unseen work.

w1 | 01.03.23 Course Overview and Short Introduction to Typography

w2 | 08.03.23 Introduction to Typography as a Cultural Medium and as a Visual Design Technique: Why Study It, How to Use It; History, Emotions, Letter Anatomy, Classifications, Rules

w3 | 15.03.23 *Helvetica* Movie Screening and Discussion  
Classwork 1: Object (book, package, etc.) Analysis

w4 | 22.03.23 Introduction to Platforms and Software  
Adobe Illustrator Workshop  
Classwork 2: Form & Counterform  
**Project 1 Announcement: Monogram Design**

w5 | 29.03.23 Project 1: In-Class Critique

w6 | 05.04.23 Project 1: In-Class Critique

w7 | 12.04.23 **Project 1: Final Submission (Print & Digital)**

Typeface Choice & Combinations, Families, Grids, Contrast, Expression & Emotion, Information Architecture, OpenType  
**Project 2 Announcement: Typographic Poster Design**

w8 | 19.04.23 Project 2: In-Class Critique

w9 | 26.04.23 Project 2: In-Class Critique

w10 | 03.05.23 Project 2: In-Class Critique

w11 | 10.05.23 **Project 2: Final Submission (Print & Digital)**

Typesetting, Typographic System Construction (Scales & Styles), Legibility & Readability, Flowing Text, Baseline Grid  
Adobe InDesign workshop  
**Project 3 Announcement: Multipage Brochure Design**

w12 | 17.05.23 Project 3: In-Class Critique

w13 | 24.05.23 Project 3: In-Class Critique

w14 | 31.05.23 Project 3: In-Class Critique (Last Day of Class)

07.06.23 **Project 3 Final Submission (Print & Digital)**

Note: The schedule may be subject to adjustments according to class progress and the changes in the academic calendar.