

SABANCI UNIVERSITY

VA 234 | Design With Typography

Spring 2024 / Syllabus

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OFFICE FASS 2091
CLASS SUSAM 1008 / 13:40–16:30

GRADING

Project 1: %30

Project 2: %30

Project 3: %40

You will earn a grade based upon your design quality (concepts, execution, presentation) and active participation in class (including the timely completion of work).

A 96
A- 92
B+ 88
B 85
B- 82
C+ 80
C 75
C- 70
D+ 68
D 65
D- 60
F 60 <

ATTENDANCE

Attendance to physical (in person) classes as scheduled are mandatory. After three absences the student's grade will be lowered one letter grade and lowered another letter grade for each following absence. Students accumulating six or more absences will receive an NA (Not-Attended) for the course. Attendance will be taken only once during the class period. Students are held responsible for all information presented.

PLAGIARISM

Visual arts and visual communication like any other field also adheres to the integrity of honest and originally produced creative work. In the conditions of plagiarism and the unacknowledged use of source material, will result in a failing grade for the project.

SUGGESTED BOOKS

The Elements of Typographic Style (4.2)

by Robert Bringhurst

Detail in Typography

by Jost Hochuli

Shaping Text

by Jan Middendorp

SUGGESTED VIDEOS

[IType Conference Presentations](#)

[ATypI Conference Presentations](#)

SUGGESTED WEBSITES

[Legibility | Mary C. Dyson](#)

[Typotheque Blog](#)

[Explorations in Typography](#)

REQUIRED SOFTWARES

Adobe InDesign

Adobe Illustrator

INFO

In this course, students will explore and investigate the macro and micro aesthetics of typography through three visual projects. The class topics span from optimum typesetting to custom monogram design and learning the organizing principles of typography.

SCHEDULE

Introduction to Typography and Class content.

Film Screening: Helvetica

Project 1: Monogram × 3

Introduction to form and counterform – **Classwork 1: Counterform**
Adobe Illustrator: Demonstration on using vector tools.

Project 1: First Drafts in-class critique session

Project 1: Second Drafts (Electronic PDF) in-class critique

Project 1: Final Submission

Project 2: Morphology in Typographic Composition × 3

Adobe Indesign: Demonstration on using Typesetting Tools.

Project 2: First Drafts

Project 2: Second Drafts (Electronic PDF) in-class critique

Semester Break — (NO CLASS)

Project 2: Third Drafts (Electronic PDF) in-class critique

Project 2: Fourth Drafts (Electronic PDF) in-class critique

Project 2: Final Submission

Project 3: Typographic fold out Poster × 1

Project 3: First Drafts (Electronic PDF) in-class critique

Project 3: Second Drafts (printed) in-class critique

Project 3: Third Drafts (printed) in-class critique

Project 3: Fourth Drafts (printed) in-class critique

Project 3: Final Submission

WEEK 1 / 20.02.2024

W2 / 27.02.2024

W3 / 05.03.2024

W4 / 12.03.2024

W5 / 19.03.2024

W6 / 26.03.2024

W7 / 02.04.2024

W8 / 09.04.2024

W9 / 16.04.2024

W10 / 23.04.2024

W11 / 30.04.2024

W12 / 07.05.2024

W13 / 14.05.2024

W14 / 21.05.2024

W15 / 28.05.2024

W16 / 04.06.2024