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TUNXIS COMMUNITY COLLEGE  
STEAM—Visual Art & Design—Graphic Design

GRA - 205

## TYPOGRAPHY AND DESIGN 2

3 credits/4 studio hours

Prerequisite(s):

Typography & Design I GRA-201

CRN 1365 **ONLINE**

**Spring 2021**

### Course Outline

**Description**

This course focuses on the further exploration of typographic studies. Students will apply previously learned design and typography theory to conceptualize solutions to more complex visual communication problems through the use of professional level graphic design page layout software (InDesign). This intense focus in graphic design will further a student's production skills and knowledge, extend the student's capacity for conceptual thinking and visual problem solving, and allow for the further exploration of the creative and practical aspects of typography and the special relationship between type and image.

**ONLINE**

**The format for this class has been designated as ONLINE.** See page 4 for details of this format for our class.

**Resources Needed for this class**

See page 8 for additional optional items

- Internet connection
- Email (Tunxis college email—*check on a regular basis*)
- Adobe Suite subscription. The cost for an annual student subscription to the Adobe Suite is approximately \$240.
- Computer capable of running Adobe Suite — a recent Windows or Macintosh Computer. A Chromebook or tablet will not be sufficient.

**Texts**

*Visual Quick Start Guide—InDesign CC*  
*Graphic Design Basics by Amy Arnston*  
(from *Visual Communications*—optional)

**Course  
Outcomes**

Through a series of lectures, demonstrations, and projects, students will learn and apply the advanced principles of typography and layout. Depending on level of successful completion of the course, students will be able to analyze a visual communication problem, develop a concept, and create and successfully output a well designed and technically accurate design solution that incorporates advanced skills in typography, layout/composition, and image using page composition software — specifically Adobe InDesign. In this effort, students will:

1. Acquire advanced knowledge of the creative uses of typography, color, and image through analysis and critique of existing design pieces, and the creation of original visual communication designs.
2. Acquire advanced knowledge of type styles and components of typography, typographic measurement systems, typographic, and layout terminology.
3. Demonstrate the development of advanced visual and conceptual skills through the ability to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to audience needs through information gathering, analysis, idea development, assessment, and refinement in the creation of design projects.
4. Be able to compose visually dynamic design layouts that incorporate visual hierarchy, type, image, color, and graphic elements to effectively communicate and support the content of a design.
5. Develop advanced skills in the technical processes of graphic design as demonstrated through the successful creation of technically accurate design pieces using the document construction and typesetting features of page layout software — Adobe InDesign.
6. Acquire project management skills through demonstrated knowledge of project goals, setting priorities to meet project milestones and completion dates.
7. Understand the business related responsibilities of a graphic designer in the design and production of visual communication pieces, and the necessity of working in a collaborative work environment.
8. Work in a self directed manner with little direct supervision.
9. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.
10. Effectively communicate an understanding of design concepts, processes, and techniques, using the “language” of design.
11. Present a portfolio of work showing knowledge and application of concepts, processes, and techniques presented during the course.

**Program Outcomes**

Depending upon level of successful completion of coursework within the program, students will - at the advanced level:

**VISUAL LITERACY AND CREATIVE EXPRESSION**

2. Identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems.
3. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

**VISUAL COMMUNICATION, CONCEPTUAL AND CRITICAL THINKING**

4. Understand the function and impact of design, and the roll of the design profession in our society.
5. Be able to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to client and audience needs through symbol and image creation, graphic illustration, paper selection, color, typography, and page composition.
6. Effectively communicate an understanding of design concepts, processes, and techniques using the “language” of design.

**MEDIA AND TECHNICAL SKILLS**

8. Acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image.

**PROFESSIONAL PRACTICE**

10. Understand project management, marketing, and business related responsibilities of a graphic designer (and interactive design in Interactive Media option) in the design and production of visual communication pieces, the necessity of participating in a collaborative work environment, and adhering to professional ethical standards.
11. Demonstrate knowledge of design project goals, be able to set priorities to meet milestones for project completion, and show the ability to revise and refine designs based on ongoing evaluation.
12. Present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and application of the concepts, skills, and techniques presented in courses during the program.

**COMMUNICATION**

- 1.2 Applies discipline-specific and/or professional techniques to communicate in assigned task.

**General Education Outcomes** APPRECIATION OF AESTHETIC DIMENSIONS OF HUMAN KIND  
Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.

**Evaluation** A student's creative ability, knowledge of design issues, technical skills, quality of execution, and presentation of work as determined through:

- Studio classwork
- Projects
- Individual and group critiques/discussions
- Portfolio review of work completed during the semester
- Option of quizzes/exams/papers/reports/presentations as determined by the instructor

**Class Format** FOR EACH ASSIGNMENT\*

1. Download assignment sheet from course website. See first page of this course outline or use the link in Blackboard to access the course website which is [www.SnotArt.org](http://www.SnotArt.org)
2. View lectures about the project concept and related technical, visual concerns. A link or list will be provided in the assignment sheet.
3. Do the InDesign demo(s). A link or list will be provided in the assignment sheet.
4. Create comp designs as per assignment sheet. Submit comps via DropBox - specifics and a link will be provided in the assignment sheet.
5. Check instructor comments about comp designs via DropBox - A link will be provided in the assignment sheet.
6. Do project revisions. Submit final design via DropBox - specifics and a link will be provided in the assignment sheet.
7. Project grade sheets will be sent to your Tunxis email.

\* This process may change as the semester progresses.

**Bibliography** See separate handout or course website.

## Topical Outline

### ***Further exploration and application of design process***

- Thumbnails, comps, presentation, criticism, evaluation, refinement, and production

### ***Further exploration of issues in typography***

- typeface choice
- kerning
- paragraph indication
- type size
- weight
- type on image/screen
- x-height
- capitalization
- display initials
- line length
- stance
- word emphasis
- leading
- alignment
- text wraps
- mixing typeface
- hierarchy
- reverse text
- letter/word space
- type distortion

### ***Further exploration and application of typography in design***

- type as a communication tool
  - readability of typefaces
  - type structure (line length/leading/spacing)
  - information hierarchy
- type as a design element
  - type choice and relationship to content
  - scale/color/value of type
  - visual qualities of type selection
  - composition of typographic elements on a page
  - visual impact

### ***Further exploration and application of image in design***

- kinds of images — line art/graphic/drawing/illustration/photography
- reasons for image choice
  - relationship to message
  - impact (visual & conceptual)
  - budget/reproduction considerations
  - style

## **Topical Outline**

(cont'd)

### ***Further exploration and application of color in design***

- black and white
- grey scale and value
- spot color
- full color

### ***Further exploration and application of image in design***

- kinds of images — line art/graphic/drawing/illustration/photography
- reasons for image choice
  - relationship to message
  - impact (visual & conceptual)
  - budget/reproduction considerations
  - style

### ***Further exploration and application of page layout and composition***

- format options and choice
- use of page edge and margins
- flat space vs. overlapping space
- focal point, balance, and hierarchy
- image, shape, and negative space

### ***Further exploration of visual hierarchy in design***

- visual weight
- type contrast
- groups and space
- shape and value

### ***Large format design and working in series***

PROJECT — information poster and mailer design

### ***Grids in page layout and composition***

PROJECT — magazine page layout and design

### ***Publication design and information sequence***

PROJECT — folded brochure design

### ***Copyright laws and how they apply to art and design***

### ***Portfolio presentation***

<b>Tentative Schedule</b>	<b>DAY</b>	<b>SESSION</b>	<b>DATE</b>	<b>TOPIC</b>
Poster and Mailer 6 weeks	m	1	1/25	<b>ASSIGN 1 INTRO</b> —ART SHOW POSTER & MAILER/design lectures
	w	2	1/27	
	m	3	2/1	
	w	4	2/3	<b>3 POSTER COMPS DUE</b> /lecture mailer design
	m	5	2/8	
	w	6	2/10	<b>POSTER VARIATIONS WORK IN PROGRESS DUE</b>
	m	-	2/15	PRESIDENTS DAY
	w	7	2/17	<b>3 MAILER COMPS DUE</b>
	m	8	2/22	
	w	9	2/24	
Magazine Page Layout 4 weeks	m	10	3/1	
	w	11	3/3	<b>ASSIGN 1 DUE</b> /ASSIGN 2 INTRO—MAG. PAGE LAYOUT/design lectures
	m	12	3/8	InDesign Demo—grids, design for spreads, baseline grids
	w	13	3/10	
	m	-	3/15	SPRING RECESS
	w	-	3/17	SPRING RECESS
	m	14	3/22	<b>3 MAGAZINE LAYOUT COMPS DUE</b>
	w	15	3/24	
Folded Brochure 5 weeks	m	16	3/29	<b>MAGAZINE VARIATIONS WORK IN PROGRESS DUE</b>
	w	17	3/31	
	m	18	4/5	<b>ASSIGN 2 DUE</b> /ASSIGN 3 INTRO—FOLDED BROCHURE/design lectures
	w	19	4/7	InDesign Demo—folded multipanel brochure design
	m	20	4/12	
	w	21	4/14	INTRO ASSIGN 4 — PORTFOLIO
	m	22	4/19	<b>3 FOLDED BROCHURE COMPS DUE</b>
	w	23	4/21	
	m	24	4/26	
	w	25	4/28	<b>BROCHURE VARIATIONS WORK IN PROGRESS DUE</b>
m	26	5/3	Lecture & Demo—assembling a “dummy”	
w	27	5/5		
m	28	5/10	<b>ASSIGN 3 DUE</b>	
w	29	5/12		
m	30	5/17	<b>ASSIGN 4 PORTFOLIO DUE - exam period</b>	

**Supply List****RESOURCES NEEDED FOR THIS CLASS**

- Internet connection
- Email (Tunxis college email)
- Adobe Suite subscription. The cost for an annual student subscription to the Adobe Suite is approximately \$240.
- Computer capable of running Adobe Suite — a recent Windows or Macintosh Computer.  
A Chromebook or tablet will not be sufficient.

**OPTIONAL TOOLS AND MATERIALS (as/if needed)**

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|-----------------------------|--------|
| • online storage            |        |
| • “flash” drive — 32GB+     | 15.00  |
| • external harddrive        | 100.00 |
| • digital camera            | 150.00 |
| • tracing paper pad 11"x14" | 5.00   |
| • proportional scale        | 5.00   |
| • Pantone color guide       | 80.00  |



## Evaluation

Semester  
Evaluation

Student semester evaluation will be based on the following criteria:

1. DESIGN PROJECTS, EXERCISES, & QUIZZES/TESTS **Base Grade**  
**Projects** — Completing assignments in a manner that demonstrates an understanding and application of required concepts and techniques. Projects are evaluated for process, creative concept, composition, technique and presentation as appropriate. Average of project grades determines Base Grade.
  
2. CLASS PARTICIPATION *Neutral, or -3 to -40 pts. subtracted from final grade avg*  
Review of online lectures, demonstrations, submission of designs and review of instructor comments (critique) are essential parts of this class. Students are expected to show incremental and ongoing project progress which can **only be demonstrated** through regular online submission. *1/3 to 4 letter grades*
  
3. GENERAL UNDERSTANDING *+/- 1/3 to 1 letter grade*  
Overall understanding of concepts and techniques, creativity, and effort.
  
4. PROJECT REVISIONS *+1 to 3 pts. added to final average*  
One previous project may be revised for the portfolio. Revisions may add +1 to +3 points to the final grade.
  
5. PORTFOLIO *80+ = neutral. -2pts below 80, and -2pts for each additional 10pts below 80 from final average*  
A complete and well presented portfolio of semesters work is expected.

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### FINAL GRADE

*Evaluation may also include papers, reports, and presentations. Not fulfilling all obligations in each of the above areas may result in additional grade reductions.*

Late Projects

This class is structured as a preface to a working environment in the field of graphic design, requiring all projects to be completed within established deadlines. 10 points will be deducted from the grade of a late project. Late projects may not receive the benefit of feedback. One “free” late project (or portion of) allowed during the semester. To receive credit, late work must be completed **within one week** of original project deadline.

Grading Policy

*Grading “creative” work is a difficult, and sometimes vague, process based on the visual perceptions, experience, and sensitivities of the evaluator. Despite the vagueness often associated with evaluating creative work, I try to be as clear as possible and delineate criteria that I expect to be fulfilled. I evaluate work from several different perspectives as appropriate for the class and the project. These are (though subject to modification):*

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10 pts.

**PROCESS** — The development of designs from concept through sketches and refinement to their completion. This process begins with the generation of numerous ideas or concepts and compositional sketches or “thumbnails.” From there, one or more thumbnails are chosen to develop to an intermediary stage known as a “comp” or comprehensive. From the comp, numerous refinements and revisions occur towards the development of the final design. There is a time line and sequence associated with this process. If the process is delayed or skipped, the grade suffers. Both quantity and quality of work are evaluated.

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40-50 pts.

**CONCEPT** — The idea, and well it solves the communication or visual problem at hand. Ideas are sometimes difficult to evaluate and though guidelines and examples are given, judgement rests with the experience and expectations of the evaluator. Some projects focus more on concept than others.

**DESIGN AND COMPOSITION** — How well the piece is composed and applies the design principles of emphasis, balance, space, hierarchy, unity, and contrast, and (when appropriate) the use of type, value, color, shape, image, and format are assessed. This is a somewhat tangible part of the evaluation process. Designs are evaluated on a formalist basis using the aforementioned criteria in conjunction with the instructor’s visual experience. Though there are guidelines, there is no “formula” to good design composition.

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20-30 pts.

**TECHNICAL** — The physical quality and technical accuracy of a design—craft. This is the most tangible part of the assessment of a design project. Having technically accurate work is an expectation, and is a critical component of design work in any medium. Technically inaccurate work is unacceptable. As students progress in the class the expected level of technical proficiency rises.

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10-20 pts.

**PRESENTATION** — How neatly and with what level of professionalism the piece is presented—the organization and naming of electronic files.

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**100 pts.**

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- 10 pts.

**DEADLINES** — Meeting all milestones, and due dates in all required formats.

Grade	LETTER GRADES
Definitions	<p><b>A/-</b> Excellent work showing a mastery of process, concept, design and composition, technical proficiency, and presentation.</p> <p><b>B/+</b>- Good or very good process, concept, technique, presentation, and application of the principles of design and composition. May excel in many or some areas, but requires minor to moderate refinement in others.</p> <p><b>C/+</b>- Meets project requirements. Suitable solution for submission as final design. Follows process, conceptually and technically competent, and usually adequately composed and presented. May excel in some areas, but moderate to significant refinement needed in several others.</p> <p><b>D/+</b>- Lack of process, poorly conceived, composed, executed, or presented. May be adequate in some areas, but many areas require significant refinement to meet project expectations.</p> <p><b>F</b> Fails to meet project requirements in process, concept, composition, technical proficiency, or presentation. May be adequate in some areas, but many areas fail to meet project expectations.</p>

**CHECK MARKS**

- √+ Exceeds expectations.
- √ Meets expectations, requires no further refinement.
- √- Needs additional refinement to meet requirements.
- √-- Fails to meet requirements.

**NUMERICAL VALUES**

<b>A</b> 93-100	<b>B+</b> 87-89	<b>C+</b> 77-79	<b>D+</b> 67-69	<b>F</b> 00-59
<b>A-</b> 90-92	<b>B</b> 83-86	<b>C</b> 73-76	<b>D</b> 63-66	
	<b>B-</b> 80-82	<b>C-</b> 70-72	<b>D-</b> 60-62	

Incompletes	Incomplete grades may be given when the instructor determines that the student has completed 80 percent of the course work or when extraordinary circumstances have arisen which prevent the student from completing course requirements within the prescribed time limits. It is the student's responsibility to arrange with the instructor the conditions under which an incomplete will be made up. Additionally, the student and instructor must sign an Incomplete Grade Agreement, available in the Records Office, that identifies the specific work to be completed, and the time frame for completion. The agreement must be filed in the Records Office. See <i>college catalog</i> for additional details about incompletes.
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Withdrawals	You can officially “drop” or “withdraw” from a class by completing the appropriate paperwork with the Records Office. Failure to submit a Change of Schedule Form may result in an “F” for the course. See <i>college catalog</i> and <i>semester calendar</i> for additional details and specific deadlines for withdrawals.
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<b>Class Format</b>	<p>The course will consist of exercises and projects accompanied and supported by a combination of lectures, demonstrations, critiques, and work sessions. A typical project sequence would be: <i>lectures on assignment topic, software demonstrations, project work sessions(s), project critique.</i></p> <p>Students should be prepared for a time commitment of approximately of 8 hours per week</p>
<b>Assignments</b>	
Project Criteria	Course project assignment sheets will be given as separate handouts complete with project goals, specifications, topics, procedures, readings, presentation requirements and deadlines.
Project Files	Any needed tutorial or project files will be distributed via the <del>graphic design file server</del> or the course website.
Assignment Readings	Complete all reading assignments prior to beginning of class.
Originality	Unless otherwise stated and referenced in “fair use” copyright guidelines, it is expected that all course design work be original work of the student. <i>See college catalog for additional details about academic honesty.</i>
<b>Computer Labs</b>	<b>COMPUTER CENTER MAC LAB</b>
Labs & Access	<p>The computer center Mac Lab has the same software, fonts, and server access as the Graphic Design Studio and has letter and tabloid color printer output, and flatbed scanners.</p> <p>Due to COVID-19, access is very limited so please check with the computer center for hours/availability.</p>

**College  
Resources,  
Policies, &  
Procedures**

Please refer to the college website and catalog for information concerning the following resources, policies, & procedures.

Academic Integrity

COVID-19 Safety Policies

Recording of Class Sessions

Course Withdrawal Policy

Student Code of Conduct

Class Cancellations

Academic Success & Tutoring Center  
[www.tunxis.edu/asc/disability-services](http://www.tunxis.edu/asc/disability-services)

Title IX Discrimination, Harassment, & Sexual Misconduct  
[www.tunxis.edu/student-services/crisis-services/titleix/](http://www.tunxis.edu/student-services/crisis-services/titleix/)

Additional Resources - personal difficulties  
[www.tunxis.edu/student-services/academic-advising-and-counseling/](http://www.tunxis.edu/student-services/academic-advising-and-counseling/)

Additional College Policies & Information  
[www.tunxis.edu/essential-policy/](http://www.tunxis.edu/essential-policy/)