



Korea University International Summer Campus (KU ISC) 2018

Embark on a unique summer

June 26, 2018 ~ August 2, 2018

ISC253 Introduction to Typography

I . Instructor

Professor : Sunook Park
E-mail : sunook.park@csulb.edu
Home Institution : California State University, Long Beach
Office : TBA
Office Hours : TBA

II. Textbook

Required Textbook : There is no textbook required for this course.

Recommended : *Designing with Type, 5th Edition: The Essential Guide to Typography*
Additional by James Craig

Readings

Thinking with Type
By Ellen Lupton

Typography Workbook: A Real-World Guide to Using Type in Graphic Design
by Timothy Samara

III. Course Description and Objectives

Introductory course on the fundamentals of typographic form. Close examination of the architecture of letterforms and alphabet construction. Open to all majors.

Course Objective

The objective of the class is to help students gain confidence in using letterforms and various expressions of typographic elements as effective design elements in their visual communication projects. Students will be introduced to references of classic to contemporary letterforms and directed on the development of these as graphic elements in design procedures and applications.

Why so much emphasis on letterforms?

Letterforms, like any living organisms, are constituted with vital parts that support their physical "life." Designers and artists should be aware that letterforms are not static but are designed to carry a task, express character and communicate with their surroundings. Whether they are found

in partial or complete symbols, sentences, or paragraphs, well-designed letterforms voice the meaning of the transcription with uniquely relevant gestures and movements. Understanding letterforms is essential to everyone who uses written words to communicate with others.

Course Activities and Procedure

Much understanding of letterforms is lost as students' progress from "drawing" letters early in their school years to "writing" letters. Therefore, the course must begin by reminding students of what they already learned when they were very young. Expressive lettering exercises will be followed by developing cohesive families of letters. Ultimately, students will receive projects designed to make them both recognize and see different letterforms. The final projects and exercises are called "typographic drills", which are seven-part exercises on basic typographic applications. The course is highly demanding and time consuming. Work efficiently and diligently. Gaining a physical memory requires many hours of repetitive practice. But once learned, it will be yours forever. Be patient and put in those hours!

Student Learning Outcomes

1. Students will demonstrate an ability to work expressively with the physical qualities and properties of letterforms.
2. Students will be able to recognize and use the indicative gestures of letterforms in forming words.
3. Students will be able to use typographic narrative to lay out a page.
4. Students will demonstrate the ability to communicate effectively through the use of design elements.
5. Students will develop workable connections between typography and content.

Presentation and Critique

Most class meetings begin with presentations and/or critiques. For critiques, work is posted on the classroom wall or saved on the designated server before the beginning of each class meeting. The communal server is convenient but not the safest place to save, so please back up your work in an additional private device.

Typographic Workbook

The final class project for each student is producing a "Typographic Workbook" that consists of all class assignments covered during the semester. The workbook is assembled with all class materials, including instruction notes and exercises. Students are required to print and bind this book for the final grade. An electronic copy of the book in PDF file format is produced and turned in with the printed book.

IV. Grading

Attendance	:	20%
Assignments	:	60%
Participation	:	20%
Etc.	:	Extra Credit 10%

V. Class Outline

Date	Topic	Chapter	Remarks
June 26 (Tue)	Orientation Day Overview of the projects and class objective		
June 27 (Wed)	Project 1.1 Drawing Letters		
June 28 (Thu)	Project 1.2 Building letterforms (bone)		
June 29 (Fri)	Project 1.3 Building letterforms (flash)		
July 2 (Mon)	Project 1.4 Building letterforms (skin)		
July 3 (Tue)	Project 2.1 2x2 composition (classic)		
July 4 (Wed)	Project 2.2 2x2 composition (sculpted)		
July 5 (Thu)	Project 2.3 2x2 composition (drawn)		
July 9 (Mon)	Project 2.4 2x2 composition (mixed)		
July 10 (Tue)	Project 3.1 Illustrated Type (sketch)		
July 11 (Wed)	Project 3.2 Illustrated Type (refine)		
July 12 (Thu)	Project 4 Found letters and building letterform library		
July 16 (Mon)	Project 5 Logo Design		
July 17 (Tue)	Project 6 Feeling Words (type and Emotions)		
July 18 (Wed)	Project 7 Painting with letters		
July 19 (Thu)	Project 8.1 Typographic Drill a		
July 23 (Mon)	Project 8.2 Typographic Drill b		
July 24 (Tue)	Project 8.3 Typographic Drill c		
July 25 (Wed)	Project 8.4 Typographic Drill d		
July 26 (Thu)	Project 8.5 Typographic Drill e		
July 30 (Mon)	Project 8.6 Typographic Drill f		
July 31 (Tue)	Designing Final Workbook 1/2		
Aug 1 (Wed)	Designing Final Workbook 2/2		
Aug 2 (Thu)	Discussion and presentation of Final Workbook		