Typography and Letterform:
The Design of Language

Fall 2019
F10 ART 283

Monday & Wednesday 1pm–3:50pm
Steinberg 011 & Bixby 110 (Kranzberg Book Studio)
Note: Class starts day in Steinberg 011

Ben Kiel
ben@typefounding.com
Email is responded to within a day (24 hours) of sending. Reply time is slower on weekends than during the week. Email is the preferred contact method for questions outside of class.

Office: Steinberg 003
Office hours by appointment only (via email)
Monday & Wednesday noon to 1pm

Course Description
As an investigation of the formal qualities of a familiar object—letters—this is an introductory course in design methodologies using letterform as our area of exploration. We will examine the formal, symbolic, and linguistic nature of the marks we use as our alphabet. Students explore design strategies required to make individual forms into a family of types through exercises in tracing, drawing, letterpress printing, and collage. Particular emphasis will be devoted to the concept of modularity, including an assignment to design and print a modular typeface. The course is workshop based, with an emphasis on exploring through materials, process, and iteration. You will be challenged to learn how to see and think as a designer while refining your working process.

Goals
This class introduces the interpretation of language in visual form. Students will develop an awareness of the visual properties of individual symbols and letters and combinations of these as complex form, including the impact of the design of letters on the meaning of words. We will develop skills in the rendering and design of letters, printing techniques, and resolution of the typographic image on a variety of supports through a variety of media. Class discussions on the history of typography, linguistics, and seiology will supplement hands-on work. Research and practice will be employed fully in the realization of each project. Beyond content-specific goals, this course will develop your ability to objectively evaluate your work, teach you to work iteratively, and deepen your formal and critical vocabulary.

Students who complete this course successfully will be able to:
• Shape the visual form of letterform and language
• Practice skills in a variety of printing techniques
• Incorporate iterative working methods into your practice
• Foster an understanding of the history of typography

Required Materials
Buy now
X-acto knife and blades
Tracing paper
Glue stick (Uhu brand)
Black Sharpies
Pencils, varying hardnesses and thicknesses
Folder/binder/box to save work in

Wait
Black mat board

All of the above can be purchased from an office supply or art store.

Readings will be given out during the semester, via PDF on Canvas. However, here is a list of books for the study of letters and typography, most of which are available from the library. These are not required reading, but you may find them enlightening for the material presented in class.

Robert Bringhurst, The Elements of Typographic Style——, The Solid Form of Language
Carter, Day, and Meggs, Typographic Design: Form and Communication
Florian Coulmas, The Writing Systems of the World
Donis A Dondis, A Primer of Visual Literacy
Johanna Drucker, The Alphabetic Labyrinth: Letters in History and Imagination
Albertine Gaur, A History of Writing
Robin Kinross, Modern Typography
Willi Kunz, Typography, Macro + Micro Aesthetics
Gerrit Noordzij, The Stroke
Gerard Unger, While You’re Reading

Course fees
The course fee ($75) provides for general shop materials (inks, rags, disposal, etc) and the following provided materials:
• 4 pronto plates
• Rubber gloves
• Printing paper
• Felt tipped calligraphy pen
• $20 for Papercut
Daily Work/Homework
Students are expected to do work outside of class to complete assignments and do readings. More outside time will be required for the later assignments in the course. There will be no more than one reading every two weeks. Some outside work will require the use of the book studio during monitor hours; please plan accordingly.

Major Assignments: Descriptions
Letter compositions
Make a sequence of letter compositions by tracing given letterforms.

Written Letters
Starting from traced calligraphic letterforms, develop a set of letters exploring width, contrast, weight, and stroke endings.

Ornamentation
Working from one of the final Written Letters letterforms, explore ornamentation of letterform by creating a final print (letterpress or pronto) of the form.

Letter collage
Create a pattern from a printed letterform.

Type as image
Using your pattern as a background, illustrate a verb typographically. Create a print of the composition.

Modular typographic system
Design a modular typeface.

Specimen
Design a specimen to show off your modular typeface.

Class Participation
Work time in the studio is critical to the successful completion of the class. Students are expected to arrive ready to participate and be fully engaged in the day’s coursework during the entire scheduled class period. Meaning, you are ready to provide critique, participate in formal and informal class discussion, and to discuss your work with peers. Headphones isolate you from this dialog and are not allowed in class and will count against your class participation. Class participation is required and is assessed as a portion of each project grade; assessment is based on being prepared for class and participation in class dialogue.

End of the Semester Reviews
All BFA Communication Design students, beginning with the spring semester of sophomore year will be scheduled for an end-of-semester faculty review directly following the final week of classes. All BFA juniors and seniors in Studio Art will be scheduled for an end-of-semester faculty review directly following the final week of classes. Please note: reviews are optional for students in the BA and Second Major tracks and will be scheduled by request only. If a review is desired, students must notify Kim McCabe (kmccabe@wustl.edu) no later than the midterm mark of the semester. Students must be in two studio courses to be eligible for faculty review.

Course Grading
Grades are determined first and foremost on the successful completion of the assignments. Success is measured by the following criteria: breadth of investigation, strength of concept, communication value, aesthetic quality, thoroughness of completion & finish. Participation in class, discussion, preparedness, punctuality, and attendance will also impact your grade. Course grades are not curved, but will be issued on a plus/minus scale. Work handed in after a critique will result in a lowered grade.

A = Excellent
Superior grasp and application of concepts; high level of exploration, thoughtful presentation of ideas, control and understanding of craft, timely completion of all projects. Serious and consistent effort, commitment, and participation.

B = Good
Strong grasp and application of concepts; good quality work that meets and often exceeds the basic criteria of assignment; good effort and participation, evidence of growth.

C = Average
Average comprehension of basic coursework and application of concepts, average level of investigation or initiative; some technical problems or trouble with craft; occasional participation.

D = Poor
Lowest passing grade. Evidence that concepts are not understood and/or not being applied; poor quality work, course or projects criteria is not fulfilled, weak effort or level of investigation; little or no participation; attendance problems.

Explanation of Grading System
Letter compositions: 50 points (8%)
Written Letters: 50 points (8%)
Ornamentation: 100 points (17%)
Letter collage: 50 points (8%)
Type as image: 100 points (17%)
Modular typographic system: 100 points (17%)
Specimen: 150 points (25%)

Grade Cutoffs
A 100–94%
A- < 94–90%
B+ < 90–87%
B < 87–84%
B- < 84–80%
C+ < 80–77%
Course-Specific Support
The book studio is open daily for monitor hours. Please refer to the posted schedule for open times. Additionally, Tom Moore serves as our CDES Technologist. He can be contacted through Canvas or by email, tcmoore@wustl.edu. He can help with software, computer, and printing issues.

Course Policies and Information for Students
Inclusive Learning Environment Statement
This class places great emphasis on keeping all interactions civil, respectful, and supportive of an inclusive learning environment. We strive to follow the maxim that critique serves the work, not the person who made the work (for more, please see howtocrit.com). Our feedback and interactions are honest and useful, aimed at improving the work being discussed. If you have any questions or concerns about classroom participation and/or dynamics, please speak to me, John Hendrix (Design Area chair), or an advisor.

The best learning environment—whether in the classroom, studio, laboratory, or fieldwork site—is one in which all members feel respected while being productively challenged. At Washington University in St. Louis, we are dedicated to fostering an inclusive atmosphere, in which all participants can contribute, explore, and challenge their own ideas as well as those of others. Every participant has an active responsibility to foster a climate of intellectual stimulation, openness, and respect for diverse perspectives, questions, personal backgrounds, abilities, and experiences, although instructors bear primary responsibility for its maintenance.

A range of resources is available to those who perceive a learning environment as lacking inclusivity, as defined in the preceding paragraph. If possible, we encourage students to speak directly with their instructor about any suggestions or concerns they have regarding a particular instructional space or situation. Alternatively, students may bring concerns to another trusted advisor or administrator (such as an academic advisor, mentor, department chair, or dean). All classroom participants—including faculty, staff, and students—who observe a bias incident affecting a student may also file a report (whether personally or anonymously) utilizing the online Bias Report and Support System.

Attendance Policy
Attendance is mandatory and will be documented for all course meetings. Sam Fox students are expected to arrive ready to participate and be fully engaged in the day’s coursework during the entire scheduled class period. Participation in major critiques and reviews by all students is essential to the development of all of students. Failure to do so will have an impact on your final grade. Following university policy, class will begin promptly with the start time listed in the undergraduate bulletin.

Each student is allowed two (2) absences, for whatever reason. After two absences, students will receive one full letter grade penalty for each subsequent absence, regardless of the quality of your work. It will be lowered further for each consecutive absence after that. Three late arrivals and/or early departures will equal one absence. If a student misses more than 20 minutes of a class, they are considered absent. Missing a review or critique equals two absences. If a student must miss a critique, please inform the professor beforehand. Any student who misses class is responsible for contacting a fellow student to find out what they missed, for making up all work, and for being prepared for the next class.

If you know that you are going to miss a class let faculty know in advance so necessary arrangements can be made. In case of severe medical or family emergencies, contact the Dean of Students Georgia Binnington as soon as possible: gbinning@wustl.edu, 314-935-6532. Extreme circumstances will be handled on an individual basis.

Penalties For Late Work And Requests For Extensions
Late work will incur a 20% penalty for being one class late, with an additional 10% penalty for each subsequent class the work is late. Requests for extensions of up to two class periods may be made in advance of the project due date for all projects save the final project. Students may request one extension for the semester without cause; further extensions are granted based upon circumstances of health or family emergencies.

Grade Dispute Policy
The Sam Fox School aims to provide each student with a fair assessment of their academic work and studio. Students have the right to dispute their overall course grade (not individual assignments) if they believe that grade does not accurately reflect the quality of their work. A grade dispute must be submitted to the faculty member who assigned the grade within 30 days of receipt of the grade. The School stresses that every effort to resolve this dispute be made by the faculty and student involved. A student’s eligibility for advancement in sequential coursework requires timely resolution of the grade dispute. For more information visit https://samfoxschool.wustl.edu/files/Greivance%20Policy_Update%202019.pdf.RELIGIOUS
HOLIDAYS
The Sam Fox School of Design & Visual Art recognizes the individual student’s choice in observing religious holidays that occur during periods when classes are scheduled. Students are encouraged to arrange with their instructors to make up work missed as a result of religious observance, and instructors are asked to make every reasonable effort to accommodate such requests.

Technology Policies
Computers or other electronic devices, including “smart pens” (devices with an embedded computer and digital audio recorder that records the classroom lecture/discussion and links that recording to the notes taken by the student), may be used by students at the discretion of the faculty member to support the learning activities in the classroom. These activities include taking notes and accessing course readings under discussion. If a student wishes to use a smart-pen or other electronic device to audio record lectures or class discussions, they must notify the instructor in advance of doing so. Permission to use recording devices is at the discretion of the instructor, unless this use is an accommodation approved by Disability Resources. Nonacademic use of laptops and other devices and use of laptops or other devices for other coursework is distracting and seriously disrupts the learning process for other people in the classroom. Neither computers nor other electronic devices are to be used in the classroom during class for nonacademic reasons or for work on other coursework.

Nonacademic use includes emailing, texting, social networking, playing games, instant messaging, and use of the Internet. Work on other coursework may include, but is not limited to, use of the Internet, writing papers, using statistical software, analyzing data, and working on quizzes or exams. The nonacademic use of cell phones during class time is prohibited, and they should be set on silent before class begins. In the case of an emergency, please step out of the room to take the call. The instructor has the right to hold students accountable for meeting these expectations, and failure to do so may result in a loss of participation or attendance points, a loss of the privilege of device use in the classroom, or being asked to leave the classroom.

The Sam Fox School Information Technology Infrastructure has many services for your benefit. Visit https://sites.wustl.edu/insidesfs/it/ for more information.

License For Non-Exclusive Right To Reproduce And Distribute
Ben Kiel has non-exclusive right to reproduce and distribute work produced in this course as part of a publication or body of work, which may include products from this course or other works. Students retain ownership of all rights held under copyright. This permission is revocable for 3 months following the conclusion of this course via notification in writing to Ben Kiel.

Ethics/Violations Of Academic Integrity
Ethical behavior is an essential component of learning and scholarship. Students are expected to understand, and adhere to, the University’s academic integrity policy: wustl.edu/policies/undergraduate-academic-integrity.html. Students who violate this policy will be referred to the Academic Integrity Policy Committee. Penalties for violating the policy will be determined by the Academic Integrity Policy committee, and can include failure of the assignment, failure of the course, suspension or expulsion from the University. Additionally, students should If you have any doubts about what constitutes a violation of the Academic Integrity policy, or any other issue related to academic integrity, please ask the instructor.

- Always cite sources when ideas are presented and/or language that was developed by another individual, including material from class lectures and discussions.
- Violation of this policy includes collaborating on assignments where collaboration is not allowed and/or utilizing notes, texts, etc. on any assignment where use of such materials is not allowed.
- Use of unlicensed software or typefaces in the course is considered a violation the policy.

English Language Proficiency
If English language proficiency is such that the student may need special assistance in lectures, reading, written assignments, and/or exam taking, please communicate these needs to the instructor who may refer the student to the English Language Program (ELP). ELP is a University-wide resource that provides classes and academic English language support designed to increase non-native English speaking students’ English language proficiency and to facilitate their academic success at Washington University. Other Academic Assistance resources are available through the Office for International Students and Scholars.

Reporting Sexual Assault
If a student discusses or discloses an instance of sexual assault, sex discrimination, sexual harassment, dating violence, domestic violence or stalking, or if a faculty member otherwise observes or becomes aware of such an allegation, they will keep the information as private as possible, but as a faculty member of Washington University, they are required to immediately report it to the Department Chair or Dean or directly to Ms. Jessica Kennedy, the University’s Title IX Director, at (314) 935-3118, jw kennedy@wustl.edu. Additionally, you can report incidents or complaints to the Office of Student Conduct and Community Standards or by contacting WUPD at (314) 935-5555 or your local law enforcement agency.

Academic Accommodations
Disability Resources - At Washington University we strive to make the academic experience accessible and inclusive.
If you anticipate or experience barriers based on disability, please contact Disability Resources at 314.935.5970, disabilityresources@wustl.edu, or visit our website for information about requesting academic accommodations. See: https://students.wustl.edu/disability-resources/

Sexual Assault Resources- The University is committed to offering reasonable academic accommodations (e.g., no contact order, course changes) to students who are victims of relationship or sexual violence, regardless of whether they seek criminal or disciplinary action. If you need to request such accommodations, please contact the Relationship and Sexual Violence Prevention Center (Links to an external site.) (RSVP) at rsvpcenter@wustl.edu or 314-935-3445 to schedule an appointment with an RSVP confidential, licensed counselor. Information shared with counselors is confidential. However, requests for accommodations will be coordinated with the appropriate University administrators and faculty.

Bias Reporting
The University has a process through which students, faculty, staff and community members who have experienced or witnessed incidents of bias, prejudice or discrimination against a student can report their experiences to the University’s Bias Report and Support System (BRSS) team. See: brss.wustl.edu

Mental Health
Mental Health Services’ professional staff members work with students to resolve personal and interpersonal difficulties, many of which can affect the academic experience. These include conflicts with or worry about friends or family, concerns about eating or drinking patterns, and feelings of anxiety and depression. See: https://students.wustl.edu/mental-health-services/

Center for Diversity and Inclusion (CDI)
The Center for Diversity and Inclusion (CDI) supports and advocates for undergraduate, graduate, and professional school students from underrepresented and/or marginalized populations, collaborates with campus and community partners, and promotes dialogue and social change to cultivate and foster a supportive campus climate for students of all backgrounds, cultures and identities. See: https://diversityinclusion.wustl.edu/

Preferred Name and Gender Inclusive Pronouns:
In order to affirm each person’s gender identity and lived experiences, it is important that we ask and check in with others about pronouns. This simple effort can make a profound difference in a person’s experience of safety, respect, and support. See: https://students.wustl.edu/gender-pronouns-information/ (Links to an external site.), https://registrar.wustl.edu/student-records/ssn-name-changes/preferred-name/

Military Service Leave
Washington University recognizes that students serving in the U.S. Armed Forces and their family members may encounter situations where military service forces them to withdraw from a course of study, sometimes with little notice. Students may contact the Office of Military and Veteran Services at (314) 935-2609 or veterans@wustl.edualnd their academic dean for guidance and assistance. See: https://veterans.wustl.edu/policies/policy-for-military-students/ (Links to an external site.).

Health and Safety
Because of the variety of equipment in the Kranzberg Illustrated Book Studio, you must wear close-toed shoes in the studio. Likewise, any loose clothing should be tied tight when using the equipment. You are not to use any piece of equipment unless supervised. Please refer to the Bixby Hall Print Shop & Book Studio Updated Studio Rules & Shop Policies document for further information on the use of the Book Studio.

In cases of emergency, call campus Security: x5555 from phones located on every floor (or 935-5555). Security may be called for late-night escort back to on-campus housing.

The Book Studio Standard
The book studio is a shared resource that needs to be maintained for everyone using the studio. Thus, the golden rule of the studio is:

When you leave, the studio will be cleaner than when you got there.

This means that no food or drink is allowed in the book studio. Food and drinks are allowed only in Steinberg 011. As part of the class, you are given part of a flat-file drawer for storage. Do not store wet prints in your drawer. This drawer must be emptied at the end of the semester; you will not receive a grade until it is clean. Personal materials left out in the studio—not stored in your flat file—will be thrown away. On days when we are working in the press area, no one is allowed to leave class until the press area is clean. It is the entire class’ responsibly to keep the studio clean.

Archiving work
Save everything you make from this semester until the end. Early sketches, finished pieces, notes, etc. At the end of the semester, you are responsible for turning in photographic evidence of your work. This record may be used by the school in promotional material.

Resources for Students
For information on all available student resources, including disability accommodations, campus safety, mental health resources, writing assistance, grievance procedures, and much
more, please go to https://insidesamfox.wustl.edu/students/advising/student-campus-resources/

St. Louis things to know
88.1 KDHX on your FM radio dial, www.kdhx.org
Local independent radio, eclectic programming.

Left Bank Books, www.left-bank.com
Located in the Central West End, your local independent bookstore

Saint Louis Art Supply, stlartsupply.com
Also in the Central West End, walking distance from Left Bank Books. Locally owned, competitive prices, cafe/coffee in store.

Contemporary Art Museum (CAM), www.camstl.org
No permanent collection, each season is a new crop of contemporary art.

Pulitzer Foundation for the Arts, www.pulitzerarts.org
Next to CAM is Tado Ando’s building for the Pulitzer. Visit for the art, stay for the building.

Saint Louis Art Museum, www.slam.org
If you haven’t been, why not?

The City Museum, www.citymuseum.org
If you haven’t been, why not?

AIGA STL, stlouis.aiga.org
The local chapter of the AIGA, the professional organization of design. Hosts many local design events.

Cherokee Street
One of Saint Louis’s vibrant neighborhoods. Tacos to vintage shops.

The Luminary, theluminaryarts.com
On Cherokee street, a artist run gallery and studio space.

Disclaimer
The instructor reserves the right to make modifications to this information throughout the semester.
## Typography and Letterform: The Design of Language
Monday & Wednesday 1pm–3:50pm
Steinberg 011 & Bixby 110
(Kranzberg Book Studio)

## Schedule
(subject to change)

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<th>Monday</th>
<th>Wednesday</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Letter compositions</td>
<td>Letter compositions</td>
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<td>August 26 &amp; 28</td>
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<tr>
<td>Week 2</td>
<td>LABOR DAY</td>
<td>Letter compositions — final</td>
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<td>September 2 &amp; 4</td>
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<td>Week 3</td>
<td>Written letters</td>
<td>Written letters</td>
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<td>Reading—Selection from The Stroke</td>
<td>Demo—Letterpress</td>
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<td>September 9 &amp; 11</td>
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<td>Week 4</td>
<td>Written letters</td>
<td>Written letters — final</td>
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<td>Demo—Pronto plate</td>
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<td>September 16 &amp; 18</td>
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<td>Week 5</td>
<td>Ornamentation</td>
<td>Ornamentation</td>
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<td>Reading—Selection from 19th Century Ornamented Typefaces</td>
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<td>September 23 &amp; 25</td>
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<td>Week 6</td>
<td>Ornamentation</td>
<td>Ornamentation — final</td>
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<td>September 30 &amp; October 2</td>
<td>Letter collage</td>
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<tr>
<td>Week 7</td>
<td>Letter collage</td>
<td>Letter collage — final</td>
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<td>October 7 &amp; 9</td>
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<td>Week 8</td>
<td>FALL BREAK</td>
<td>Type as image</td>
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<td>October 14 &amp; 16</td>
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<td>Week 9</td>
<td>Type as image</td>
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<td>October 21 &amp; 23</td>
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<td>Week 10</td>
<td>Type as image — final</td>
<td>Modular typographic system — final</td>
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<td>October 28 &amp; 30</td>
<td>Reading—Modular type</td>
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<td>Week 11</td>
<td>Modular typographic system</td>
<td>Modular typographic system</td>
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<td>November 4 &amp; 6</td>
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<td>Week 12</td>
<td>Modular typographic system</td>
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<td>November 11 &amp; 13</td>
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<td>Week 13</td>
<td>Modular typographic system — final</td>
<td>Specimen Book</td>
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<td>November 18 &amp; 20</td>
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<td>Week 14</td>
<td>Specimen Book</td>
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<td>November 25 &amp; 27</td>
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<td>Week 15</td>
<td>Specimen Book</td>
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<td>December 2 &amp; 4</td>
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**Specimen Book**

**THANKSGIVING**

**FALL BREAK**

**LABOR DAY**

**FINAL REVIEW**