

## Term Information

Effective Term

Spring 2017

[Previous Value](#)

[Summer 2012](#)

## Course Change Information

**What change is being proposed? (If more than one, what changes are being proposed?)**

- New course title
- New course description
- New course syllabus and assignments

**What is the rationale for the proposed change(s)?**

We propose to revise this course as part of a new "Design Thinking Minor" that will be a modified version of the current "Design Minor (Design-MN) Track One: for all majors outside of Design or Pre-Design" program.

**What are the programmatic implications of the proposed change(s)?**

**(e.g. program requirements to be added or removed, changes to be made in available resources, effect on other programs that use the course)?**

The new "Design Thinking Minor" will no longer include elective courses that are part of the current "Design Minor (Design-MN) Track One" program, though those Design courses will continue to be offered during the transition period.

**Is approval of the request contingent upon the approval of other course or curricular program request? Yes**

**Please identify the pending request and explain its relationship to the proposed changes(s) for this course (e.g. cross listed courses, new or revised program)**

Proposal for a new "Design Thinking Minor." Design 3105, Design 3305.

**Is this a request to withdraw the course? No**

## General Information

Course Bulletin Listing/Subject Area

Design

Fiscal Unit/Academic Org

Design - D0230

College/Academic Group

Arts and Sciences

Level/Career

Undergraduate

Course Number/Catalog

3505

Course Title

Presentation as Thinking

[Previous Value](#)

[Typographic Design for Non-Majors](#)

Transcript Abbreviation

Prsrtn as Thnkg

[Previous Value](#)

[Typ Dsgn Nn Mjr](#)

Course Description

An overview of concepts, processes and modes of presenting information to create effective printed and digital communications.

[Previous Value](#)

[Introduction to the knowledge and skills of typographical design and its corresponding aesthetic, functional, and technological applications and utilizations.](#)

Semester Credit Hours/Units

Fixed: 3

## Offering Information

Length Of Course

14 Week, 12 Week

Flexibly Scheduled Course

Never

Does any section of this course have a distance education component?	No
Grading Basis	Letter Grade
Repeatable	No
Course Components	Lecture
<a href="#">Previous Value</a>	<a href="#">Laboratory</a>
Grade Roster Component	Lecture
<a href="#">Previous Value</a>	<a href="#">Laboratory</a>
Credit Available by Exam	No
Admission Condition Course	No
Off Campus	Never
Campus of Offering	Columbus

## Prerequisites and Exclusions

Prerequisites/Corequisites	
Exclusions	Not open to students with credit for 258.

## Cross-Listings

Cross-Listings

## Subject/CIP Code

Subject/CIP Code	50.0499
Subsidy Level	Baccalaureate Course
Intended Rank	Freshman, Sophomore, Junior, Senior

## Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors  
The course is an elective (for this or other units) or is a service course for other units

## Course Details

Course goals or learning objectives/outcomes	<ul style="list-style-type: none"><li>• A broad understanding of the concepts and practices of visual information presentation.</li><li>• Hands-on experience with the working principles of visual information presentation as applied to basic types of printed, display, and screen-based communications.</li><li>• An enhanced understanding of image-editing, page-layout, and web-based computing applications typically used to present visual information in professional and academic contexts.</li></ul>
<a href="#">Previous Value</a>	
Content Topic List	<ul style="list-style-type: none"><li>• Web-presence and social media design.</li><li>• Printed and digital communication design.</li><li>• Image-editing, page-layout, and web-based computing applications.</li></ul>
<a href="#">Previous Value</a>	<ul style="list-style-type: none"><li>• <a href="#">Typographic design</a></li><li>• <a href="#">Document design</a></li><li>• <a href="#">Presentation design</a></li></ul>

**COURSE CHANGE REQUEST**  
3505 - Status: PENDING

Last Updated: Heyssel,Garett Robert  
03/31/2016

## Attachments

- DSN\_3505\_Presentation\_as\_Thinking.docx: New Syllabus  
*(Syllabus. Owner: Nini,Paul Joseph)*
- DSN\_3505\_Current\_Syllabus.pdf: Current Syllabus  
*(Syllabus. Owner: Nini,Paul Joseph)*
- DSN\_3505\_Presentation\_as\_Thinking\_clean\_v2.docx: Revised Syllabus  
*(Syllabus. Owner: Nini,Paul Joseph)*

## Comments

- See 3-17-16 e-mail to P Nini. *(by Vankeerbergen,Bernadette Chantal on 03/17/2016 02:41 PM)*
- Both current and new (proposed) syllabi for this course have been attached. *(by Nini,Paul Joseph on 02/22/2016 04:18 PM)*
- Return to department at their request *(by Heyssel,Garett Robert on 02/22/2016 02:18 PM)*

## Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Nini,Paul Joseph	02/12/2016 03:08 PM	Submitted for Approval
Approved	Nini,Paul Joseph	02/17/2016 10:16 AM	Unit Approval
Revision Requested	Heyssel,Garett Robert	02/22/2016 02:18 PM	College Approval
Submitted	Nini,Paul Joseph	02/22/2016 04:19 PM	Submitted for Approval
Approved	Nini,Paul Joseph	02/22/2016 04:19 PM	Unit Approval
Approved	Heyssel,Garett Robert	02/25/2016 03:34 PM	College Approval
Revision Requested	Vankeerbergen,Bernadette Chantal	03/17/2016 02:41 PM	ASCCAO Approval
Submitted	Nini,Paul Joseph	03/29/2016 10:41 AM	Submitted for Approval
Approved	Nini,Paul Joseph	03/29/2016 10:41 AM	Unit Approval
Approved	Heyssel,Garett Robert	03/31/2016 07:25 PM	College Approval
Pending Approval	Nolen,Dawn Vankeerbergen,Bernadette Chantal Hanlin,Deborah Kay Jenkins,Mary Ellen Bigler Hogle,Danielle Nicole	03/31/2016 07:25 PM	ASCCAO Approval

# Course Overview

## Description

Introduction to the knowledge and skills of typographical design and its corresponding aesthetic, functional, and technological applications and utilizations in design.

## Requirements

This course is required for students completing the Design Minor program.

## Format

This is a progress-oriented, design studio course that requires active student participation. Class will meet two days per week for 1 hour, 50 minutes each day, and will be comprised of exploratory research, lectures, group discussions, presentations, project critiques, and in-class working sessions.

Classes will be held in the computer lab, 346 in Hopkins Hall.  
Software for assignments: Adobe InDesign CS6 or CC.

# Course Overview

## Objectives

To provide students with exposure to the principles and techniques needed for effective uses of typography in a variety of applications.

- To provide students with opportunities to design with typographic matter in the context of typical project work.
- To provide students with an appreciation for typography and the basic skills related to software used in typographic design and document creation.
- To expose students to production differences in typographic use for print and digital media.
- To develop an understanding of font families.
- To evaluate effective typographic approaches used in visual communications and design through critique.

## Requirements

Students are expected to attend all scheduled classes and meetings. Any non-excused absences may result in a lowering of the final grade. More than three non-excused absences may result in a failure for the course, at the instructor's discretion. Tardiness is not tolerated and food is not permitted when using the computers.

**All cell phones must be put away and on silent (failure to do so, may result in a mark of absence).**

# Course Overview

## Evaluations

Students will be evaluated on: participation in class discussions; the design quality of all work; the content quality of all work; the writing and presentation quality of all work; and most importantly, evidence of synthesis and application of information derived from current class discussions, readings, and other course contents. Students must demonstrate the ability to work independently and responsibly. All work outlined in this syllabus must be completed.

The instructor reserves the right to fail any student who does not complete all aspects of assignments, or whose work is determined to be of poor quality.

## Grading

Each assignment, report, and/or presentation will be assigned a letter grade from A to E. Rubrics will be included on all projects. Incomplete or late assignments will start at half points. Any journals, papers, attendance and participation are also considered for the final adjusted grade. The possibility of extra credit or make-up projects will be determined at a later date.

# Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487).

For additional information, see the Code of Student Conduct – <http://studentaffairs.osu.edu/resources/> (available as a PDF).

**I am required to file for any found accounts of misconduct.**

# Disability Services

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.



# Counseling Services

We provide counseling and consultation to currently enrolled undergraduate, graduate and professional students.

Our Comprehensive Services Include:

Individual Counseling  
Group Counseling  
Psychiatry  
Nutritional Counseling  
Couple's Counseling  
Mandatory Assessments  
Outreach  
Psychological Testing  
Workshops  
Crisis debriefing  
Consultation for faculty, staff, and loved ones.  
Community Referral

What we can help with:

Stress Management  
Anxiety  
Depression  
Relationship Problems  
Transitions in Life  
Identity Exploration  
Substance Use  
Eating Concerns  
Feeling Overwhelmed  
Academic Adjustment

<http://www.ccs.ohio-state.edu>

Phone: 614-292-5766

Monday - Thursday  
8:00 a.m. to 8:00 p.m.

Friday  
8:00 a.m. to 5:00 p.m.

# Office Hours

My office hours will be held in Hayes Hall 231, on Tuesdays and Thursdays from 12:00 PM to 1:00 PM and by appointment. If you have a question concerning assignments, or any other issues related to this course, please meet with me during my office hours.

Please do not expect to receive substantial advising concerning class work outside of class times and scheduled office hours times.

If you know you will be missing any class or individual meeting, please alert me ahead of time, via email. This does not mean that it counts as an excused absence, but consideration will be made.

I can be reached via e-mail, at [fromme.3@osu.edu](mailto:fromme.3@osu.edu). Please include "Design 3505" in the subject line (failure to do so may result in a slower response time). During the week, you can expect response within 24 hours. Nights and weekend are subject to my availability.

The 24 hours before projects are due are dead zones for emails regarding that project. I will not respond during that time.

Non-excused absences are not excepted.

## DESIGN 3505

### Typographic Design for Non-majors

Department of Design  
The Ohio State University  
Hopkins Hall  
Room 346  
Autumn 2015  
T/R 10:05-11:55

Adam Fromme, Lecturer  
fromme.3@osu.edu  
Office Hours:  
Hayes Hall 231  
T/R 12:00-1:00  
or by appointment

Syllabus is subject to  
change. Always check  
the most current edition  
for information.

**Edition: 10/2**



# Required Materials

## Book

Thinking with type - 2nd Edition  
by Ellen Lupton (\$12 on Amazon)

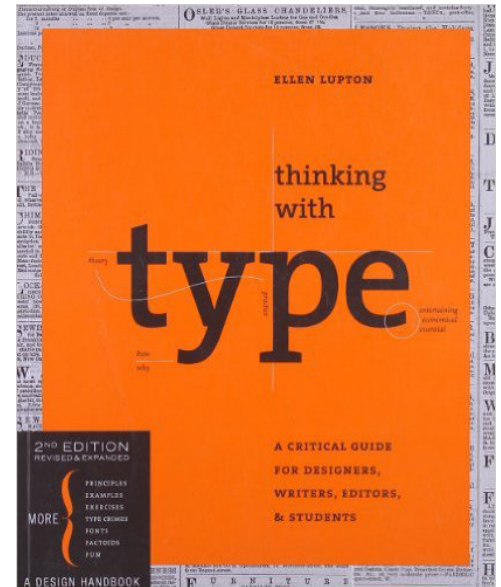
## Portable Media

Jump drive (\$7, 16 gb on Amazon)

## Pencils

## Paper

**Laser Printer** (outside of class)



Department of Design  
The Ohio State University  
Hopkins Hall  
Room 346  
Autumn 2015  
T/R 10:05-11:55

Adam Fromme, Lecturer  
fromme.3@osu.edu  
Office Hours:  
Hayes Hall 231  
T/R 12:00-1:00  
or by appointment

Syllabus is subject to  
change. Always check  
the most current edition  
for information.

Edition: 10/2



# Workload

Listed below are the assignments and their point breakdown for the semester:

## 100 Total points

5	Project 1	Letterform Exercise
10	Project 2	Spacing Exercise
10	Project 3	Composition Exercise
20	Project 4	Poster Series Project
20	Project 5	Printed Document 1
20	Project 6	Printed Document 2
85	<i>Subtotal</i>	
5	Papers	
5	Movie summary	
5	Attendance + Participation	
15	<i>Subtotal</i>	

This is a 3 credit course. Therefore, it is assumed 6 hours of outside course-time work per week will be required.

OSU Letter Equivalent  
from a 100-point Scale

100-96	A
95-91	A-
90-86	B+
85-81	B
80-76	B-
75-71	C+
70-66	C
65-61	C-
60-56	D+
55-51	D
50-0	F

# Agenda

## Typographic Design for Non-majors

Department of Design  
The Ohio State University  
Hopkins Hall  
Room 346  
Autumn 2015  
T/R 10:05–11:55

Adam Fromme, Lecturer  
fromme.3@osu.edu  
Office Hours:  
Hayes Hall  
T/R 12:00–1:00  
or by appointment

Syllabus is subject to  
change. Always check  
the most current edition  
for information.  
**Edition: 8/23**



### Tuesdays

	8/25	Orientation
	9/1	Workday
	9/8	Workday
<b>PROJECT 2 DUE</b>	9/15	Project 3 Kickoff
	9/22	Workday
	9/29	Workday
	10/6	Workday
<b>DRAFT #1</b>	10/13	Workday
<b>DRAFT #2</b>	10/20	Presentations
	10/27	Workday
<b>PAPER 4 DUE</b>	11/3	Workday
<b>DRAFT #1</b>	11/10	Presentations
<b>PROJECT 5 DUE</b>	11/17	Project 6 Kickoff
<b>PAPER 5 DUE</b>	11/24	Workday
	12/1	Workday
	12/8	Workday

### Thursdays

1	<b>PAPER 1 DUE</b>	8/27	Project 1 Kickoff
2	<b>PROJECT 1 DUE</b>	9/3	Project 2 Kickoff
3		9/10	Workday
4	<b>PAPER 2 DUE</b>	9/17	Workday
5		9/24	Workday
6	<b>PROJECT 3 DUE</b>	10/1	Project 4 Kickoff
7	<b>PAPER 3 DUE</b>	10/8	Workday
8		10/15	No Class
9	<b>PROJECT 4 DUE</b>	10/22	Project 5 Kickoff
10		10/29	Workday
11		11/4	Helvetica
12	<b>MOVIE PAPER</b>	11/12	Workday
13		11/19	Workday
14		11/26	No Class
15	<b>DRAFT #1</b>	12/3	Presentations
16	<b>PROJECT 6 DUE</b>	12/10*	

# Papers

## Assignment

Find type that interests you that has been used in your environment. From a magazine cover, a sign, a website, etc. Capture an image of the type (screenshot, picture).

Answer the following questions:

1. What is the purpose of the content?
2. Describe the type? (strong, bold, silly, refined, etc)
3. Why do you think the designer chose that typeface?
4. Does the typeface work within the context of the overall piece?
5. What about the typeface caught your eye/Why did you choose this typeface?

## Deliverables

1. Papers are due at 10:15 AM of the day marked.
2. Papers are to be turned in to the appropriate dropbox.
3. Papers should not exceed one page.
4. Papers are to include:
  - your name
  - course name and assignment number
  - image of the type discussed
  - complete answers to the 5 questions
5. Papers should improve in analysis and use of technical typographic terminology over the course of the course.

## Grading

Each paper is out of 1 point.

Full credit will be earned for an on-time paper that is complete in requirements.

Grades will be posted to the dropbox assignment.

## Naming

Name files in this format  
3505\_paper01\_afromme.pdf

# Movie Paper

## Assignment

Watch a movie about typography. Movie must be approved by the instructor. Helvetica will be shown in class.

Answer the following points:

1. What is the name of the movie?
2. What was your impression of the movie? Did it change your view on typography? If so, how?
3. Discuss at least one new insight you gained from this movie
4. Armed with the knowledge gained from this movie, how will you approach your (desired) profession differently?

## Deliverables

1. Papers are due at 10:15 AM of the day marked.
2. Papers are to be turned in to the appropriate dropbox.
3. Papers should not exceed two pages.
4. Papers are to include:
  - Your name
  - Course name and assignment number
  - Complete answers to the questions

## Grading

This paper is out of 5 point.

Full credit will be earned for an on-time paper that is complete in requirements.

Grades will be posted to the dropbox assignment.

## Naming

Name files in this format  
3505\_movie01\_afromme.pdf

# Project 1 - Letterform Exercise

## Objective

Develop a sensitivity to the relationships that exist between letters and to explore how they can be combined to make unique compositions. Students will work with elements such as scale, proportion, weight, and positive and negative shape to create two-letter compositions.

## Assignment

Using Adobe InDesign software, students will create a series of 8.5 x 11, vertical page compositions where they will explore letterform exercises. Final compositions will be completed by creating initial attempts, then going through iterations until acceptable results are achieved.

## Deliverables

Five (5) exercises using letterforms from the same typeface family, and five (5) exercises using letterforms from contrasting typeface families. Chosen typefaces should be from within the 6 classifications discussed in class. Pages should be laid-out exactly as shown on the next page, with compositions centered horizontally on the page, and following all other specifications. Each concept should include a minimum of 2 letter forms, and a maximum of 5 letter forms. Final b&w (black and white) laserprints will be handed in by the below deadline, and a single PDF including all ten (10) final pages will be uploaded to Carmen.

## Naming

Name files in this format: course number\_projectXX\_(first name initial, last name).pdf  
3505\_project01\_afromme.pdf

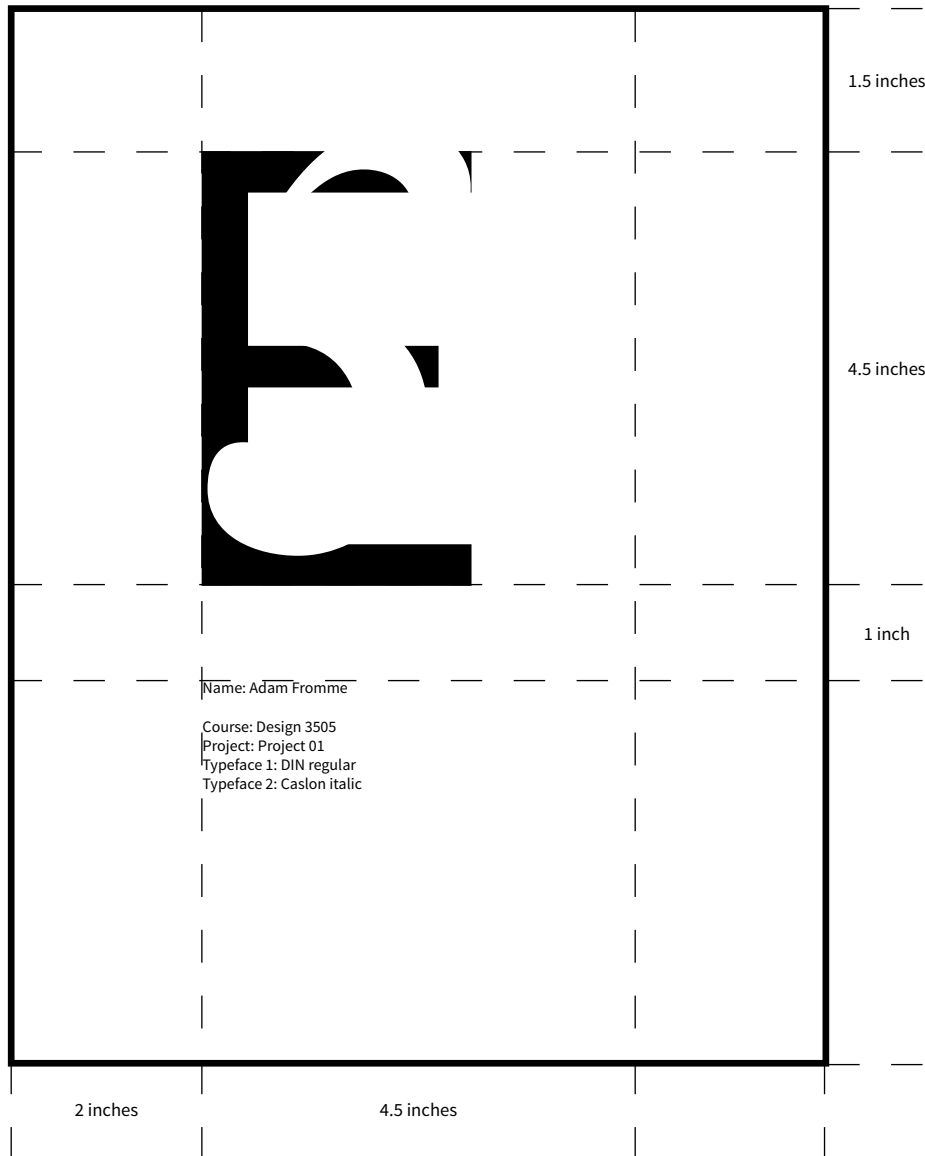
## Deadline

Printouts and PDF uploaded to Carmen are due at 10:15 on 9/3.



# Project 1 - Letterform Exercise, continued

## Final layout template



Name: Adam Fromme

Course: Design 3505

Project: Project 01

Typeface 1: DIN regular

Typeface 2: Caslon italic

# Project 1 - Letterform Exercise RUBRIC

## 2 Points

- 8.5 x 11 vertical layout.
- 5 exercises with same typeface and 5 exercises with contrasting typefaces.
- Black and white only (no grayscale, no color, no outlines of letterforms).
- Content layed-out on pages with consistently correct margins and positioning.
- Secondary information included as shown (student name, course name, project number, and typefaces name(s) used.
- Utilized only the typeface options within the 6 classifications, used 2-6 letterforms.
- Deadline met, printed pages on-hand and ready for review, digital PDF uploaded to Carmen by 10:15 AM on deadline day.
- Printed pages are neat/clean (no smudges, faded print, or folds.
- No other deviations from the project requirements.

## 3 Points

- Good demonstration of design principle: scale
- Good demonstration of design principle: proportion
- Good demonstration of design principle: weight
- Good demonstration of design principle: positive/negative relationship
- Creative typeface combinations

## 5 Points Total

# Project 2 - Spacing Exercise

## Objective

Develop a sensitivity for how type should be correctly spaced within words, which is most easily noticed when used in larger sizes, such as in headlines, on posters, signage, etc.

## Assignment

Using Adobe InDesign software, students will create a series of 8.5 x 11, horizontal page compositions where they will explore spacing within words made up of both capital and lower-case letterforms. Students will place white letters on black rectangles the height of the capital letters and the “x-height” of lower-case letterforms, so they can better see the spaces to be examined. The same compositions will also be provided on the sheet as black letterforms on a white background. Final compositions will be completed by creating initial attempts, then going through iterations for the instructor's review, until acceptable results are achieved.

## Deliverables

Five (5) exercises using capital letterforms, and five (5) exercises using lower-case letterforms. Pages should be laid-out exactly as shown, following all specifications. Final, black and white laserprints will be handed in, and a PDF including all ten (10) final pages will be uploaded to Carmen by the deadline specified below.

## Naming

Name files in this format: course number\_projectXX\_(first name initial, last name).pdf  
3505\_project02\_afromme.pdf

## Deadline

Printouts and PDF uploaded to Carmen are due at 10:15 on 9/15.



# Project 2 - Spacing Exercise RUBRIC

## 2 Points

- 8.5 x 11 horizontal page composition
- 10 pages with spacing within words/letters combos with both capital and lower-case letterforms
- Black and white only (no grayscale or color)
- Content layed out on all pages with consistently correct margins and positioning.
- Secondary information included (student name, class name, project number, typeface name(s) used).
- Only utilized typeface options within the 6 classifications.
- Printed pages on-hand and ready to review at class time.
- Digital PDF uploaded to Carmen by 10:15 AM on deadline day
- No black edges at baseline and x-height or cap height
- No letterforms extending beyond left and right edges
- Printed pages are neat/clean (no smudges, faded printed, or folds/creases)

## 8 Points

- Good demonstration of design principle: optical balance
- Good demonstration of design principle: proportion and alignment
- Good demonstration of design principle: kerning and tracking
- Creative/challenging letterform combinations

## 10 Points Total

# Project 3 - Composition Exercise

## Objective

Explore composing with type in various arrangements, so to lead the reader through the text in different ways. Keep in mind that we are used to reading from left to right and from top to bottom, and that all compositions should allow the reader to easily follow those directions.

## Assignment

Using Adobe InDesign software, students will create a series of 8.5 x 11, vertical page compositions where they use all of the text supplied. Consider breaking the type into different “chunks” of information for the different compositions. All pages must All text must fit comfortably in the square. Begin with all of the text at 7 points size with 12 points line spacing.

## Deliverables

1. Create six (6) clearly different exercises that use all of type at the size and line spacing specified as above.
  2. Next, take those six compositions and add bold and italic to some of the text for emphasis.
  3. After that take those six compositions and add increased size to some of the text for additional emphasis.
  4. Finally, take those six compositions and incorporate rule-lines and simple, geometric forms.
- Final, black and white laserprints will be handed in by the below deadline, and a PDF including all twenty four (24) final pages will be uploaded to Carmen.

## Naming

Name files in this format: course number\_projectXX\_(first name initial, last name).pdf  
3505\_project03\_afromme.pdf

## Deadline

Printouts and PDF uploaded to Carmen are due at 10:15 on 10/1.

# Project 3 - Composition Exercise , continued

## Use all of the provided copy:

Explorations in Modern Typography

10 Typographers

A series of 5 lectures

Herbert Spencer, speaker

Thursdays 07 June through 05 July 2012

Wexner Center for the Arts

The Ohio State University

North High Street at 15th Avenue

Columbus, Ohio

All lectures begin at 07 p.m.

Herbert Bayer, Max Bill

Thursday, 07 June

Armin Hofmann, El Lissitzky

Thursday, 14 June

Filippo Marinetti, Josef Müller-Brockmann

Thursday, 21 June

Ladislav Sutnar, Jan Tschichold

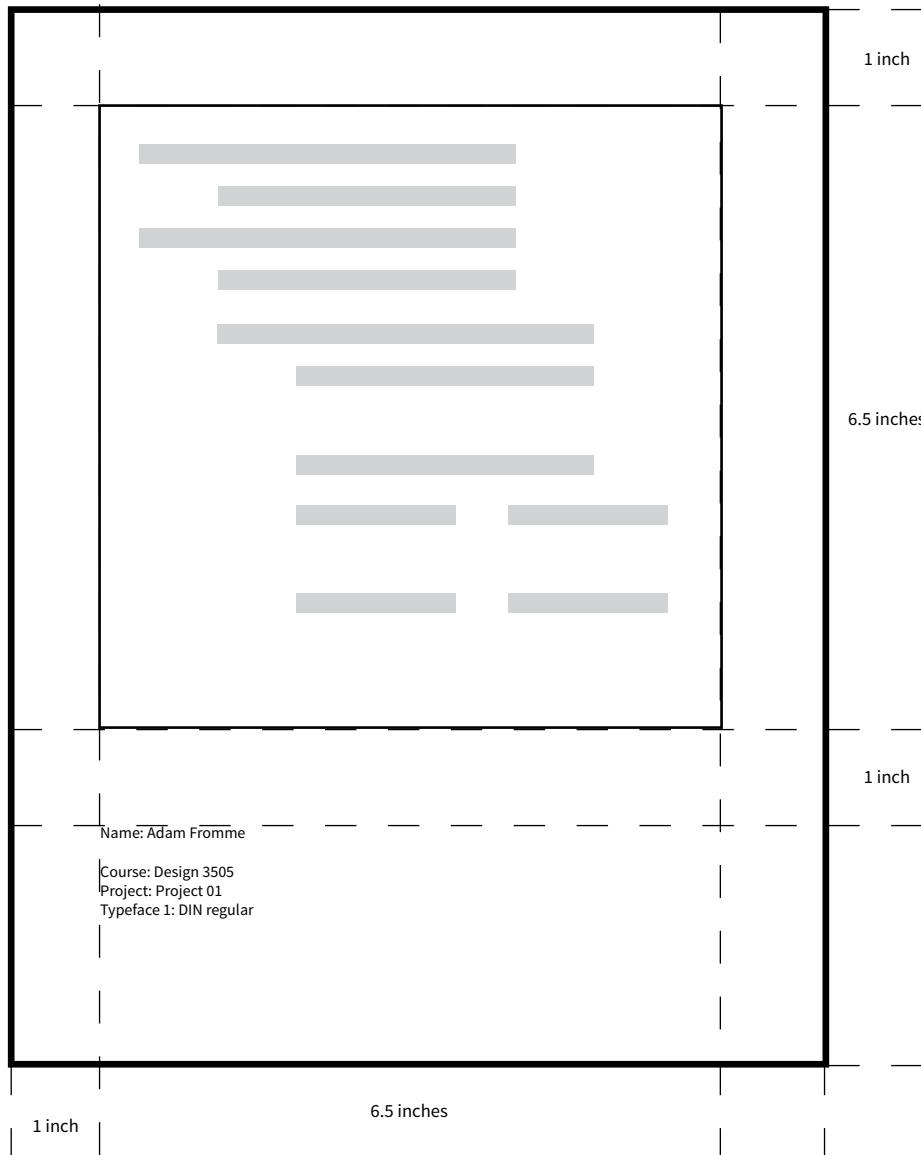
Thursday, 28 June

Wolfgang Weingart, Piet Zwart

Thursday, 05 July

# Project 3 - Composition Exercise , continued

## Final layout template



Include a 6.5 inch square box, with a .5 point stroke on all four sides, placed 1 inch from the top and both sides of the page.

Name: Adam Fromme

Course: Design 3505

Project: Project 03

Exercise: Layout 01

Typeface 1: DIN regular



# Project 3 - Composition Exercise RUBRIC

## 2 Points

- 8.5 x 11 vertical layout.
- 24 pages with 6 distinct categories of compositions.
- Black and white only (grayscale allowed on last set of 6 only).
- Content layed-out on pages with consistently correct margins and positioning.
- Secondary information included as shown (student name, course name, project number, exercise name and number, and typefaces name used).
- Utilized only the typeface options within the 6 classifications.
- Deadline met, printed pages on-hand and ready for review, digital PDF uploaded to Carmen by 10:15 AM on deadline day.
- Printed pages are neat/clean (no smudges, faded print, or folds).
- No distorted type, no letterforms extending beyond edges
- No other deviations from the project requirements.

## 8 Points

- Good demonstration of design principle: balance
- Good demonstration of design principle: proximity
- Good demonstration of design principle: visual unity
- Good demonstration of design principle: repetition
- Good demonstration of design principle: continuation

## 10 Points Total

# Project 4 - Poster Series Project

## Objective

Explore composing with type in the context of poster design. The reader must first be attracted to the visual presentation, and then easily access the information provided. The final three poster compositions must also work as a series or family, so that all can be recognized as coming from the same source and representing the same events, in this case a museum exhibit.

## Assignment

Using Adobe InDesign software, students will create a series of three (3) posters at 11 x 17, in either vertical or horizontal orientation, using all of the text supplied. One poster in each series must use an orthogonal composition (horizontal text); one must use a diagonal composition; and one must use a free-form composition approach. Rule-lines and simple, geometric forms may also be used in the compositions. No more than two colors may be used, and it is suggested that one darker color (such as black) be used, and one middle-value color (such as red) be used, so that type in the darker color can be easily read if printed on top of the middle-value color (tints do not count as additional colors). Be sure to double check punctuation (copy has not been corrected or spell checked).

## Deliverables

Final CMYK (color) 11 x 17 laser prints will be handed in and a PDF including all three (3) final pages will be uploaded by the below deadline.

## Naming

Name files in this format: course number\_projectXX\_(first name initial, last name).pdf  
3505\_project04\_afromme.pdf

## Deadlines

Draft #1-Thumbnails: 9 sets of 3 (27 total comps): 10/13; Draft #2-Roughs: 3 sets of 3 (9 total comps): 10/20  
Final Prints 1 set of 3 (3 total) and PDF uploaded to Carmen are due at 10:15 on 10/22.



## Project 4 - Poster Series Project, continued

**Use all of the provided copy. Be sure to double check punctuation (copy has not been corrected or spell checked):**

In celebration of their 25th anniversary, the Wexner Center for the Arts will mount an unprecedented exhibition of the personal collection of Leslie and Abigail Wexner

Transfigurations: Modern Masters from the Wexner Family Collection

Sun, Sept 21, 2014 -- Wed, Dec 31, 2014  
Galleries are closed on Mondays

This will be the first/ever public exhibition of this remarkable collection--and the Wexner Center is the one and only venue where you can intimately experience these timeless treasures.

Guest curated by Robert Storr  
Professor and Dean of the Yale University School of Art and former senior curator of painting and sculpture at the Museum of Modern Art.

‘A collection of this caliber and magnitude requires rare discipline, passion, and discernment. Those who take the opportunity to view and absorb it will count themselves incredibly lucky to have looked over the shoulder of such avid collectors’. Robert Storr

Member admission is always free, but tickets must be reserved in advance to guarantee your desired time slot.

### Admission

All Transfigurations tickets are timed and must be purchased or reserved in advance.

Free for members, college students (with valid ID), those under 18

\$8 general public

\$6 senior citizens (65 and older), Ohio State faculty and staff (with BUCK ID)

Free for visits on Thursdays after 4 PM and on the first Sunday of each month (must be reserved in advance).

1871 N High St  
Columbus OH 43210  
United States

Visit the dedicated exhibition site at [wexarts.org/transfigurations](http://wexarts.org/transfigurations) for information on tickets, gallery policies, hotel packages, and more.

## Project 4 - Poster Series Project, continued

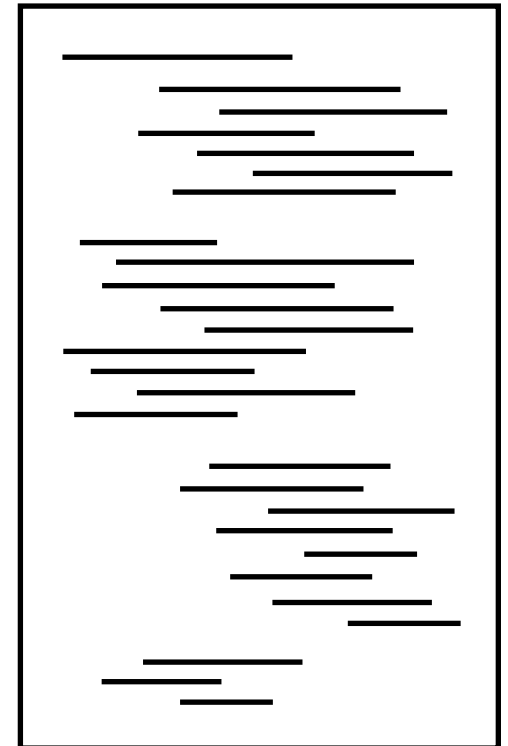
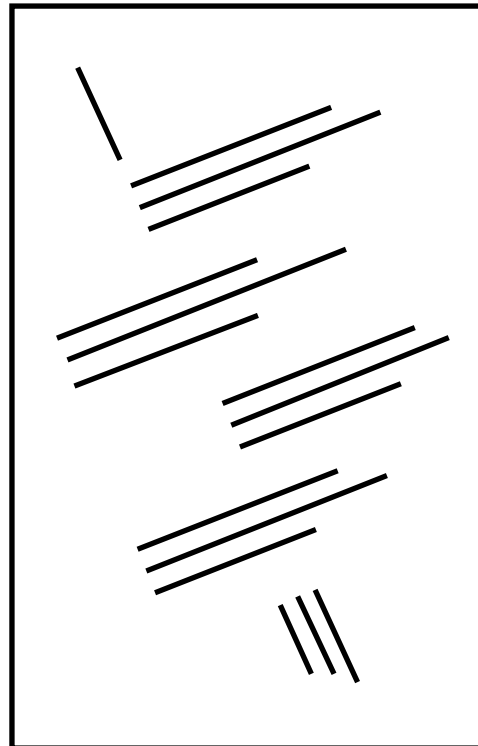
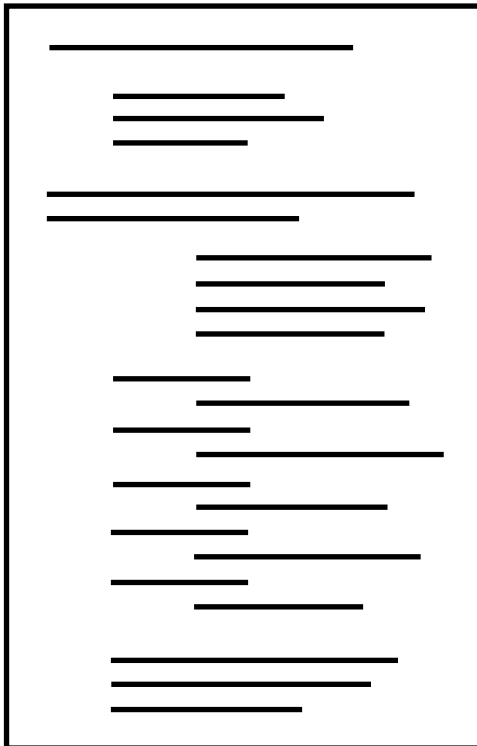
### Typographic Design for Non-majors

Department of Design  
The Ohio State University  
Hopkins Hall  
Room 346  
Autumn 2015  
T/R 10:05-11:55

Adam Fromme, Lecturer  
fromme.3@osu.edu  
Office Hours:  
Hayes Hall  
T/R 12:00-1:00  
or by appointment

Syllabus is subject to  
change. Always check  
the most current edition  
for information.

**Edition: 8/23**



*(write legibly on back  
of each page)*

*Include the Wexner logo.*

Name: Adam Fromme

Course: Design 3505

Project: Project 04

Typeface 1: DIN regular

# Project 4 - Poster Series Project RUBRIC

## **3 Points - Draft #1**

## **3 Points - Draft #2**

## **4 Points - Final**

- 11 x 17 consistent horizontal or vertical layout.
- 3 exercises, as described.
- 2 colors only (tints do not count as additional color).
- Content layed-out on pages with consistently correct margins and positioning.
- Secondary information included as shown on back (student name, course name, project number, and typefaces name used).
- Utilized only the typeface options within the 6 classifications.
- Deadline met, printed pages on-hand and ready for review, digital PDF uploaded to Carmen by 10:15 AM on deadline days.
- Printed pages are neat/clean (no smudges, faded print, or folds).
- No other deviations from the project requirements.

## **10 Points**

- Good demonstration of design principle: balance and proximity
- Good demonstration of design principle: kerning and tracking
- Good demonstration of design principle: hierarchy and continuation
- Good demonstration of design principle: color contrast
- Appropriate and harmonizing typeface combination
- Overall appeal and design of each page
- Creative use of typographic/typesetting details
- Creative overall layout of content
- Design decisions that clearly relate to the content

## **20 Points Total**

# Project 5 - Printed Document Project

## Objective

Explore composing with type in the context of formal, printed documents. A relatively large amount of text is presented on each page, and various typographic details must be properly handled. These documents will also share the content used in the next assignment, and should be recognized as coming from the same source and representing the same subject matter.

## Assignment

Using Adobe InDesign, students will create a single 8.5 x 11, vertical, multi-page document (8 pages minimum). Find one of your own previously-written academic papers of 7–10 pages in length. This content will be used to create the multi-paged document—utilize color appropriately (readability is crucial).

The following elements must be incorporated into the design of the document:

- Main heading
- Secondary and tertiary headings
- Consistent margins
- Footnotes
- body text
- page numbers/marker
- grid system
- bullets (with proper tabs)

Utilize both the “Paragraph Styles” and “Character Styles” functions in InDesign to define all necessary typographic elements, so they can be easily used in production of the documents.

## Deliverables

Final laserprints will be handed in and BOTH the InDesign and PDF files of the final document will be uploaded to Carmen by the below deadline (InDesign files must show grid system, guides, and style sheets).

## Naming

Name files in this format: course number\_projectXX\_(first name initial, last name).pdf

3505\_project05\_afromme.pdf, 3505\_project05indesign\_afromme.pdf

## Deadlines

Draft #1: Layout including at least 3 pages: 11/10

Final Prints + PDF and InDesign file uploaded to Carmen are due at 10:15 on 11/17.

## Typographic Design for Non-majors

Department of Design  
The Ohio State University  
Hopkins Hall  
Room 346  
Autumn 2015  
T/R 10:05–11:55

Adam Fromme, Lecturer  
fromme.3@osu.edu  
Office Hours:  
Hayes Hall  
T/R 12:00–1:00  
or by appointment

Syllabus is subject to  
change. Always check  
the most current edition  
for information.

**Edition: 8/23**

FOOTNOTE:  
Nit, venit utat at, sum dolorti  
onsequis eu faccum doloreet ver  
sum quamcommod diat dunt  
iure diat, consed molor sis nullan  
eu facipit ilit lobor adiamco  
rperostie dolore delenit, sim  
augait lore feui ex elesto cortion  
sequip er sustrud min vel dit  
wis nim zzriusto odolorp eraese  
consequat. Ut accum del dunt il il  
dignim quam dolesenim zzriureet  
vel dolore dionequamet nis nim  
quis niatincipis augiamconum  
velismolenit atis diam do odolore  
magnisis aliquatueros aliquat.

### Main Heading

Per ilis am, quamet, con veliquis adiam in ut utpat nibh eu faccum il enis-  
modion elit, vullum nis aliquat lum irit ut nulputpate ercil dolorem ent  
velit, sed dolum in ut exerosto deliqui tem zzrit aliquissed minciduisi.

#### Secondary Heading

Nit, venit utat at, sum dolorti onsequis eu faccum doloreet ver sum quam-  
commod diat dunt iure diat, consed molor sis nullan eu facipit ilit lobor  
adiamco rperostie dolore delenit, sim augait lore feui ex elesto cortion  
sequip er sustrud min vel dit wis nim zzriusto odolorp eraese consequat.  
Ut accum del dunt il il dignim quam dolesenim zzriureet vel dolore dion-  
sequamet nis nim quis niatincipis augiamconum velismolenit atis diam do  
odolore magnisis aliquatueros aliquat.

#### Tertiary Heading

Gue eraturo essi. Iriusci psuscin ex et, vulpute eros adio essim ipis diat  
non heniscidunt et illaore tate facil ut numsan vel ullaamet adionse niatil  
iriustrud exeros augait nos alit wisl irilisis ex ea feu feugait laorer se  
volore dolent ation vulput in eugue min vulpute feu faciliquam, consequ  
amconse facidunt init, volorpero con henis accum eugait augue magna  
consent prat, con ea consed dolortisis do eugait luptat nulla aliquat ueril-  
lam, volorperat nismod tat, qui tie conulla feuis aciliquat.  
Laore vel dolorperate essim at alis duissi. Ectem nos ad eu faccum veles-  
sim dolor acilit nonsequam volor iusciliquat.

Agnim elisl eros adipsuscinis dolum aliquam eum venit alit, velesseq-  
uis numsan ut nulla acidunt landit, vulputat lor iusto consecte tin vel ipit,  
quismod oloreetue magnibh ex er se dolut praessi.

Or sequisci eugiatue faci bla consequat. Ut praesenis et wissi bla facip  
ea feu feugait wis alit wis ad tat laore dolorper augait aliquiscip exerit  
numsand reutumsan ea consect etuerassed magna facil ipit praessim dunt  
praessi ipit ut iusci te magna.

#### Secondary Heading

Ommolore veniamcon euguerci eliquisim eumsandrem incidui psumsan  
eros ad modionse magna feuis nonsequi ea feum in utem vullputatue  
euisci tem ad min exeros dolorpero odolorem ad dunt nullamet ilit luptat  
velit lam ipit praesed eumsandit num nullamconse feummod ipsusto ea  
facilit ulput wis alit luptat ipit ut iusci te magna facinit iustie vel irit autat.

#### Tertiary Heading

Urecil laorperosto eugiam in eugait nulputpat adignisi blan henisl elent  
eracidunt lute mod dunt nostrud modolenisl irit dunt velent nim quate  
magna feu faccumsan henim et vulla faci estie dit ullaemet tatumsan eu  
feugiat. Modolore dit lortio digna core veros nostism olesto od molorem  
velis numsan ut eum irilisi tet am, senisi bla commy.

# Project 5 - Printed Document Project RUBRIC

## **3 Points - Draft #1**

## **4 Points - Final**

- 8.5 x 11 vertical layout.
- Black and white, grayscale, or multi-color.
- Content proofed and corrected for spelling and typesetting mistakes, all typesetting rules followed.
- Minimum of 8 pages.
- All listed formatting elements included, utilizing master pages.
- Clear and consistent grid set up on master page.
- Deadline met, printed pages on-hand and ready for review, digital PDF and InDesign file uploaded to Carmen by 10:15 AM on deadline days.
- Printed pages are neat/clean (no smudges, faded print, or folds).
- No content is distorted (unless intentional), no type crimes (widows/orphans, kerning, tracking)
- No other deviations from the project requirements.

## **13 Points**

- Good demonstration of design principle: balance and proximity
- Good demonstration of design principle: kerning and tracking
- Good demonstration of design principle: hierarchy and continuation
- Good demonstration of design principle: color contrast
- Appropriate and harmonizing typeface combination
- Overall appeal and design of each page
- Creative use of typographic/typesetting details
- Creative overall layout of content
- Design decisions that clearly relate to the content

## **20 Points Total**



# Project 6 - Printed Document Project #2

## Objective

The main goal of the following project is for students to explore composing with type in the context of projected documents. A relatively large amount of text is presented in small “chunks” over multiple pages, and various typographic details must be properly handled. These documents should also share the content used in the previous assignment, and should be recognized as coming from the same source and representing the same subject matter.

## Assignment

Using Adobe InDesign software, students will create a single 8.5 x 11, horizontal document. Begin with the content from the previous assignment as a basis for multi-paged, color documents for projection. Use colors sparingly and for impact. Full color photos or illustrations may be included as needed. It is also suggested that one darker color (such as black) be used, and one middle-value color (such as gray) be used, so that type in the darker color can be easily read if projected on top of the middle-value color. Headings, subheads, body text, captions, etc. should be clearly established. Use the “Paragraph Styles” and “Character Styles” functions in Adobe InDesign to define all necessary typographic elements, so they can be easily used in production of the documents. Be sure to utilize a grid system so the content is placed consistently (it should be customized to the horizontal format).

## Deliverables

Final RGB (color) PDFs of the final documents will be uploaded to Carmen by the finals week deadline (no printing necessary). InDesign file will also be required to be uploaded.

## Naming

Name files in this format: course number\_projectXX\_(first name initial, last name).pdf  
3505\_project06\_afromme.pdf; 3505\_project06indesign\_afromme.pdf

## Deadlines

Draft #1: Layout including at least 3 pages: 12/03

Final PDF and InDesign files uploaded to Carmen is due at 10:15 on 12/10\* (to be finalized).

## Typographic Design for Non-majors

Department of Design  
The Ohio State University  
Hopkins Hall  
Room 346  
Autumn 2015  
T/R 10:05-11:55

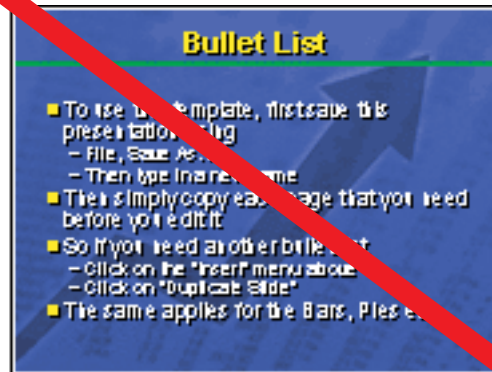
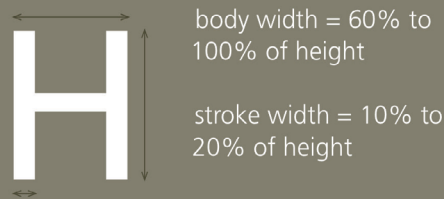
Adam Fromme, Lecturer  
fromme.3@osu.edu  
Office Hours:  
Hayes Hall  
T/R 12:00-1:00  
or by appointment

Syllabus is subject to  
change. Always check  
the most current edition  
for information.

Edition: 8/23

readability:  
understanding type proportions

- ADA guidelines for signage =  
no condensed or extended proportions  
and no thin or heavy weights



# Project 6 - Printed Document Project #2 RUBRIC

## **3 Points - Draft #1**

## **4 Points - Final**

- 8.5 x 11 horizontal composition that coordinates visually with previous project.
- Full color, RGB only.
- Content proofed and corrected for spelling and typesetting mistakes, all typesetting rules followed.
- Minimum of 8 pages.
- All layout elements included: header, subheader, and tertiary header, body copy, page number/ marker, footnotes.
- Master page utilized with clear and consistent grids.
- Deadline met, digital PDF and InDesign files uploaded to Carmen by 10:15 AM on deadline days.
- No content is distorted (unless intentional), no type crimes (widows/orphans, kerning, tracking)
- InDesign files shows all Paragraph and Character styles, grid systems, and utilization of matters.
- No other deviations from the project requirements.

## **13 Points**

- Good demonstration of design principle: kerning and tracking
- Good demonstration of design principle: hierarchy and continuation
- Good demonstration of design principle: color contrast and readability on screen
- Appropriate and harmonizing typeface combination and creative use of typographic details
- Creative overall appeal and design of each page
- Design solutions that clearly relate to Project 05 (they appear to belong together: color, typefaces, patterns, shapes, etc.)
- Effective use of grid.

## **20 Points Total**

## **SYLLABUS: DESIGN 3505**

### **PRESENTATION AS THINKING**

**AUTUMN 2016**

**Instructor: TBD**

Meeting day and times: TBD

Email address: TBD

Classroom location: TBD

Phone number: TBD

Instruction format: Lecture

Office hours: TBD

Contact hours: 80 minute sessions, two times per week

**Course catalog description**

An overview of concepts, processes and modes of presenting information to create effective printed and digital communications.

**Course emphasis**

This course is an introduction to key concepts and tools of visual information presentation as applied across all fields. This course introduces approaches to creating basic types of physical and digital information that can be used in the student's field of study. The *Presentation as Thinking* course is open to students from any discipline at the university. The course will include a combination of design faculty and guest lecturers, best practices examples, hands-on making, self study, project assignments, and class participation.

**Course outcomes**

Students who successfully complete the course will gain:

- A broad understanding of the concepts and practices of visual information presentation.
- Hands-on experience with the working principles of visual information presentation as applied to basic types of printed, display, and screen-based communications.
- An enhanced understanding of image-editing, page-layout, and web-based computing applications typically used to present visual information in professional and academic contexts.

**Course materials**

Required Textbook

*Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*, second edition (Ellen Lupton), Princeton Architectural Press; (2010) ISBN-13: 978-1568989693. Available via the University Bookstore.

**Additional Readings and Videos**

1. *Introduction to Image File Formats*, JISC Digital Media, 2013. ONLINE
2. *Vector Graphics*, Vangie Beal, 2015. ONLINE

3. *Photoshop Basics*, GCF Learnfree.org, 2104. ONLINE
4. *Copyright, Fair Use & the Creative Commons: Copyright Basics*, Stony Brook University Libraries, 2015. ONLINE
5. *An Editor's Guide To Writing Ridiculously Good Emails*, Forbes, 2013. ONLINE
6. *The Complete Social Media Checklist for Writing Winning Posts*, Buffer Social, 2015. ONLINE
7. *Expert Website Builder Reviews*, Website Builder Expert, 2015. ONLINE
8. *The First Step To Building Your Personal Brand*, Forbes, 2012. ONLINE
9. *10 Types of Infographics: Which One Works For You?*, Nayomi Chibana, 2015. ONLINE

### **Course technology**

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24/7.

- Self-Service and Chat support: <http://ocio.osu.edu/selfservice>
- Phone: 614-688-HELP (4357)
- Email: [8help@osu.edu](mailto:8help@osu.edu)
- TDD: 614-688-8743

### **Course deliverables**

- An individual story-telling project using images with very little words. The content will be from a student-selected topic relevant to their major or area of career interest.
- An individual project that will include establishing a professional web-presence with coordinated social media.
- An individual project including a written report, poster display, and projected presentation. The content will be from a student-selected topic relevant to their major or area of career interest.
- An exam on content from the required reading.
- Textbook and assigned readings.
- In-class exercises during class meeting times. In-class participation during class meeting times and on Carmen.

### **Projects, exams, and other grading criteria**

Individual project sheets are not included as part of this syllabus, but will be provided by the instructor via Carmen at appropriate times throughout the term. As well, a review of important topics from the required readings will occur, in preparation of the exam. Examples of successful, past projects will be included for reference on Carmen, and will be discussed in class.

- **Story-telling project (20%)**

Students will choose a topic relevant to their major or area of career interest that can be clearly explained to a general-knowledge level audience through mostly visual means — such as video, photography, illustration, charts, diagrams, etc. They will then go through the process of translating their narratives to visual media. Long passages of text may not be used — those words included should only be used as short titles, captions, labels and text within diagrams, etc. The final project output may take the form of: a video (with sound, as appropriate); a horizontal-page format PDF generated for projection from MSWord or Adobe InDesign; a Keynote or Powerpoint presentation; or a combination of those approaches.

- **Web-presence and social media project (20%)**

Students will establish a web-presence via a hosting service such as Squarespace, Wordpress, etc. that will include a head-shot photo, resume, and a collection of any projects or other work related to their major or area of career interest. Students will also establish appropriate social media accounts that link from their web-sites, such as on LinkedIn, Twitter, etc., and create business-appropriate content for those outlets, related to their web-sites.

- **Report, Poster Display, and Projected Presentation project (40%)**

Students will create an individual project including a written report, poster display, and projected presentation, with all items coordinated to present aspects of a topic relevant to their major or area of career interest. The written report will include mainly text, along with any visual elements as support, such as photographs, illustrations, charts, diagrams, etc. The poster display will provide text as an overview of the subject matter, along with appropriate visual support elements. The projected presentation will take an approach similar to the earlier story telling project, with similar media being employed. All of these items should be created to appear as a system or family, with matching use of typography, lay-out approach, color, treatment of visual imagery, etc.

- **Exam from the required reading (10%)**

An exam featuring content chosen from both the required textbook and additional readings and videos will be given during the last week of the term. Reviews of important content from all sources will be conducted in class during the previous week, as well as the week of the exam.

- **Class participation: in-class and on Carmen (10%)**

Students will be graded on their participation during in-class exercises, as well as discussion activities both in-class and on Carmen. All exercises and activities will be announced well in advance, to allow students to prepare before they occur. It will be necessary for students to keep up with all readings and videos to effectively participate in the exercises and activities.

### Late assignments

It is expected that all assignments are on time and ready at the start of class. Under dire circumstances, arrangements for deferred submissions can be made for medical or compassionate reasons only. Students seeking deferrals should notify the instructor in advance of the original assignment due date.

Students seeking deferrals must submit medical and/or other documentation to the instructor. Deferred work must be completed by a date and time agreed upon by the student and the instructor in order to receive a non-penalized grade.

If an assignment is late and no deferral has been received, your work will be graded and then you will receive 70% of that grade. Points matter, so even a late assignment can help your grade. Not submitting an assignment will result in an automatic zero (E) for the assignment.

### Grading scale

93–100: A	80–82.9: B-	67 –69.9: D+
90–92.9: A-	77–79.9: C+	60 –66.9: D
87–89.9: B+	73–76.9: C	Below 60: E
83–86.9: B	70 –72.9: C-	

### Faculty feedback and response time

The instructor is available to help. The following notes provide an idea of [availability](#).

Commented [ES1]:

### Grading and feedback

For most grades, you can generally expect feedback within 7-10 days.

### E-mail

General reply to email can be expected within 24 hours on weekdays.

(Remember that you can call 614-688-HELP at any time if you have a technical problem.)

### Schedule with topics and assignments

Week	Lecture Topics	Class Activities
1	Overview of Visual Information Presentation	Course overview Readings and expectations of discussion of readings

	Understanding Reader and Audience Expectations Effective Use of Images	In-class exercise Homework: Choose subject for Storytelling Project
2	Raster Image Formats Vector Image Formats Image Editing Basics	Discuss readings / Discussion topic Introduce Storytelling Project In-class exercise Homework: Additional Readings 1, 2, 3
3	Copyright and Fair Use of Images Writing and Image Use for Email Writing and Image Use for Social Media	Discuss readings / Discussion topic In-class exercise Homework: Additional Readings 4, 5, 6
4	Website Building Options Personal Brand Basics Coordinating Personal Brand Across Multiple Platforms	Discuss readings / Discussion topic In-class exercise Homework: Additional Readings 7, 8 Storytelling Project Due
5	Various Types of Infographics Appropriate Use of Infographics Infographic Creation Basics	Discuss readings / Discussion topic Introduce Web-Presence and Social Media Project In-class exercise Homework: Additional Reading 9
6	Introduction to Typography Historical Typeface Classifications <a href="#">Stylistic Issues</a>	Discuss readings / Discussion topic In-class exercise Homework: Read textbook pp.1-35
7	Type Anatomy and Terminology Type Sizes and Families Punctuation and Special Characters/Glyphs	Discuss readings / Discussion topic In-class exercise Homework: Read Textbook pp. 36-67
8	Logotypes and Branding Type for Screens and Interactive Media Letter and Word Spacing	Discuss readings / Discussion topic Homework: Read Textbook pp. 68-101 Web-Presence and Social Media Project Due
9	Line Spacing and Alignments Large Capitals and Paragraph Marking	Discuss readings / Discussion topic Introduce Report, Poster Display, and Projected Presentation Project Homework: Read Textbook pp. 102-131
10	Typographic Hierarchy Typographic Grids and Other Compositional Approaches	Discuss readings / Discussion topic Time to work on project Homework: Read Textbook pp. 132-175



11	Golden Section and Other Proportion Systems Multicolumn Grid Approaches	Discuss readings / Discussion topic Time to work on project Homework: Read Textbook pp. 176-219
12	Reinforcement of previous content to be applied in current project	In-class exercise Time to work on project
13	Reinforcement of previous content to be applied in current project	In-class exercise Time to work on project
14	Review for Exam from the Required Reading Review of sample projects	In-class exercise Time to work on project
15	Review for Exam from the Required Reading Review of sample projects	Report, Poster Display, and Projected Presentation Project due Exam From the Required Reading

#### Academic integrity policy

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- The Committee on Academic Misconduct web pages ([COAM Home](#))
- *Ten Suggestions for Preserving Academic Integrity* ([Ten Suggestions](#))
- *Eight Cardinal Rules of Academic Integrity* ([www.northwestern.edu/uacc/8cards.htm](http://www.northwestern.edu/uacc/8cards.htm))

#### Accessibility accommodations for students with disabilities

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability

Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.