

DSGN 2662 - Design + Typography 1

Summer 2026 Syllabus, Section A01, CRN 30980,

Credit hours: 3

Instructor

Amy Copeland

Professional Qualifications:

MFA in Visual Communication Design, Kent State University

MS in User Experience Design, Kent State University

BS in Graphic Design, University of Cincinnati

Assistant Professor of Graphic Design

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Preferred Contact Method: Email

Communication Expectations:

I typically respond to emails within 24-48 hours. Please note that I check my email only occasionally after 6 pm and on weekends. If you email in the evening, do not expect a response until the following day. If you email over the weekend, please do not expect a response until Monday.

How to Refer to me:

Amy or Professor Copeland



Course Description

2662. Design + Typography. An Investigation of typographic design within a system over a variety of formats with a focus on a technical understanding of the principles of typography, including classification, legibility, readability, use of a grid, alignment, mood, audience, and visual hierarchy, as well as an understanding of typography as an art form. Prereq.: C or better in DSGN 2660 or permission of instructor. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Thinking with Type	Ellen Lupton	9781797232515

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
6/29	Lupton Book pgs. 40 - 63 Font Psychology article	Project 1: 24 Rules of Type Poster	Tuesday: Article and quiz: Font Psychology Wednesday: Project 1 Sketches Due Thursday: Designing with grids Video Discussion
7/6	Gestalt in Typography article	Project 1: 24 Rules of Type Poster	Monday: Project 1 Visual Review Wednesday: Gestalt in Typography article / Group Discussion Friday: Project 1 Progress Critique

7/13	Lupton Book pgs. 64 - 93	Project 2: Type Specimen Poster	Tuesday: PROJECT 1 DUE Thursday: Project 2 Typeface Research & Sketches Due Sunday: Project 2 Visual Review
7/20	No assigned readings	Project 2: Type Specimen Poster	Monday: Video Discussion Wednesday: Project 2 Progress Critique Sunday: PROJECT 2 DUE
7/27	Lupton Book pgs. 114 - 151	Project 3: Type Term Dictionary	Wednesday: Project 3 Sketches Due Thursday: Video and Quiz Sunday: Project 3 Visual Review 1 (25-50%)
8/3	No assigned readings	Project 3: Type Term Dictionary	Monday: Video Discussion Wednesday: Project 3 Visual Review 2 (50-75%) Friday: Helvetica Movie and group discussion
8/10	No assigned readings	Project 3: Type Term Dictionary	Monday: Project 3 Progress Critique / Peer Review Friday: PROJECT 3 DUE

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.