



P A R K L A N D C O L L E G E

To: GDS 110 Students
From: Paul Young
Date: August 18, 2008
Subject: Welcome

Welcome to Parkland College, and welcome to Typography I, the most important class in Parkland's graphic design curriculum. All course material for this class can be accessed at <http://gds.parkland.edu/gds/110> anytime anywhere.

I'm not kidding when I say that this class is the most important design class you will take. I can say that with confidence because as a designer, you will be working with type for the rest of your life. Every design project you work on will involve type in some way. Designers who are passionate about their work are also passionate about type.

Learning typography is easy. All you have to do is show up, participate in class, do the assignments to my specifications, and you will end up with the necessary skills to handle type like a pro. What you learn in this class will be applied to everything you do from now on. With this in mind, this semester could be the most important semester in your design education.

This semester, we are going to have a great time exploring and discovering how the computer can be used as a tool to create beautiful typography. I will be teaching you the aesthetics of type, the conventions of typography, software techniques and lots of tips and tricks you can use. Next semester, you will learn text composition and publication design in Typography II.

Typography used to be taught through apprenticeships. Unfortunately, those days are long gone. However, some of you may want to think of this semester as an apprenticeship where you will be hanging out in the same room with a seasoned type pro. It's your job to steal as much information from me as possible.

I am aware that there are different students with different learning preferences. If you are having difficulties learning the material being presented in this class, I highly encourage you to see me during my office hours.

I have an open door policy, which means that anyone can come to see me at any time. However, appointments are strongly encouraged because you will have priority over those people without appointments.

My personal goal is to make sure that each and every one of you have a fulfilling learning experience here at Parkland. Let's have a great time doing that.

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