



## TTG UNIVERSITY TERMS OF SERVICE

### TTG University Plan Overview

The Type Guys follow a simple mission to help the next generation of professionals and students to understand the proper way typography can be set or designed – via print and digital media.

This straightforward approach, aligned with TTG's Bracket A, will isolate the problem areas in a logo, headline, or wordmark. Students will learn the important key components involving the mechanics of letter spacing and line spacing to support their design process to define the voice and message – through form, function, and context. As experienced designers and educators, The Type Guys bring an understanding of type anatomy, design, legibility, technology, and production to the classroom table that helps create meaningful communication of ideas, messages, and information.

### TTG University Plans for Teachers and Students

The Type Guys offer individual class support for teachers offering objective opinions that will help teachers structure and manage their lesson plan for one in-class assignment. Students can present their type file directly to the The Type Guys for an in-process design evaluation – yielding the delivery of a TTG Report.

#### Using Our Bracket System for Teachers

The steps below, along with our learning outcome guidelines, will help teachers build their lesson plans to enhance their course syllabi:

1. Review the class assignment that may include a logo, headline, or wordmark campaign.
2. Suggest assignment details to help guide or enhance the project.
3. Suggest books, articles, or web tutorials to expand student awareness and complement their assignment.

**FEE: This Bracket review is priced at a discounted rate of \$150.**

#### Using Bracket A for Students

Bracket A will help students understand the key components and mechanics to achieve proper letter spacing and optimal line spacing:

1. Review the type file of their submitted logo, headline or wordmark.
2. Isolate the problem areas for the student to correct.
3. If necessary, students can re-submit their corrected file for a final review.

**FEE: Value rate of \$500 per class (up to 15 students).**

**A multi-class subscription is available for additional savings.**



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### TTG University Planning Guidelines

#### **Course Descriptions may include the following *Touchpoints***

A course may focus on the many aspects of typography that foster the unspoken “voice” of the message of a particular individual, company, or organization.

Through practical application, the anatomy of letter forms will be explored, and formal qualities of fonts and letter forms understood.

Class assignments and projects will reference historical and technological developments and may explore the practical application of typographic principles to include diverse media platforms and technologies.

Design solutions should be based upon reasoning how typography and styling is functional, readable, and legible, as applied through the use of display (illustrative) type and body text (small point settings).

#### **The Design Course may include the following *Student Learning Outcomes***

To develop skills and build confidence in understanding typography as seen through an art form for usage as a visual communications tool.

#### **The Design Course may include the following *Student Skill Objectives***

To develop competent digital and traditional print studio skills.

To understand the basics of typesetting hierarchies.

To gain an appreciation and effective use of drawing and sketching skills in the design process.

To apply an understanding of the basic standards of professional typography and technical production skills.