

VISC 202

Elements of Typography (type 1): Syllabus

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Typography is all around us, on signage, in books, on packaging, on products, **TV**, movies, advertising... indeed, there are endless variations of typographic manifestations. To evaluate these we use one criterion: the purpose determines the design.

Typography can be divided into two areas: 1) The concept / idea, the arrangement, the design as a whole. 2) The space between the letters, between the words and lines – the details of typesetting.

The class provides an introduction to the discipline, function and tradition of typography as it relates to visual and verbal communication. Topics to be presented include the historic evolution of typography, the anatomy of typography, syntax and communication, legibility/readability, and technology. Emphasis will be on the interrelationships of letter, word, line and page. Projects will examine type families and their structure, two-dimensional typographic space, language sequence and information hierarchy and typographic aesthetic.

Typography is one of the principle tools of the visual communicator. The goal of this class is to understand the fundamental elements of typography, begin to familiarize you with typography in its many aspects, and prepare you for future course work.

- Provide an overview of the expressive and aesthetic dimensions of typography
 - Develop a critical perspective on the technological and aesthetic qualities of typography
 - Explore the use of typography
 - Solve design problems while working within specific limitations
 - Demonstrate independent problem solving
 - Enhance technical proficiency
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REQUIRED TEXT

Meet your Type, by Font Shop download and print out (black and white is fine)

Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design by Armin Vit and Bryony Gomez Palacio

Letter Fountain, *The anatomy of type*

Getting it Right with Type by Victoria Squire

RECOMMENDED TEXT

Layout Workbook: A Real-World Guide to Building Pages in Graphic Design by Kristin Cullen

Typography Workbook by Timothy Samara

From Gutenberg to OpenType by Robin Dodd

Designing Type by Karen Cheng

Graphic Design: The New Basics by Ellen Lupton

PROJECT EVALUATION PROCEDURE

Projects will be graded in the following 3 categories. These categories will together make up your final grade each project.

50% Process: includes demonstrated process of idea development, research, type/image studies, concept development, quantity and quality of sketches. More than just one idea explored, prepared for class and critique participation. I will keep track of your process.

PROCESS BOOK will be handed in with each project. The process book contains ALL your sketches, refinements, notes... from the project. Process books can be spiral bound or put into a 3ring binder. Directions will be given specifically for each project. It should be organized, neat and professional.

40% Product: comprehension of problem, originality of solution, appropriateness of solution, typography, visual invention, visual aesthetic, application/translation of concept, followed the assignment sheet or directives given in class.

10% Craftsmanship: presentation of final, neatness, precision, technical proficiency, appropriate materials. Poor craft can reduce a project grade by 1 full grade. You are learning to be professional and craft is a large part of being professional. (most of you will get an F in craft the first time around)

Levels of Performance

A superior / exceeds expectations

B good

C satisfactory / meets expectations / work was done up to expectations but not beyond

D weak

F unacceptable

PLEASE NOTE: The grade "C" is considered the average for evaluations given in this course. If a submitted project meets the stated requirements for the project – concept, preparatory work, homework, design exploration, variations in design exploration, final product – a grade "C" will be given. Work that exceeds expectations will earn a higher points in the "B" range, work that is exceptional earns an "A". Conversely, work that does not meet the requirements for the project will earn a lower grade than "C".

LATE PROJECTS

All projects are due on the date and in the condition set by the instructor. If you are late to class on the day our project is due. IT IS LATE. Late projects will be penalized by lowering the project grade by one full letter grade. **After two class periods the late project will no longer be accepted.**

REVIEW

All projects should be retained for **Portfolio Review** (this is for those of you who are planning to continue in the graphic design program or illustration program). KEEP THEM SAFE. More information about Review will be given throughout the semester. To pass the Fall semester part of the review you must have a final grade of C or higher.

FINAL CLASS GRADE

The final grade will be based on the following:

- _ 90% Project Grades (each project is worth 18% of your final grade)
- _ 05% Blog
- _ 05% Professionalism

PROFESSIONALISM: professionalism is very important and will effect how you ultimately do in the Review Classes. If you miss the mark on any of these points you will find yourself not passing the Review Classes. You have a spot in the Visual Communication major – it is your responsibility to keep the spot.

- _ attend class on time and stay throughout the whole class period
- _ prepared for every class
- _ participate in classroom discussions/crits
- _ maintain a positive and open-minded attitude
- _ demonstrate neat, self-disciplined and timely work habits
- _ progressively achieve the highest standards of quality

PLAGIARIZED MATERIAL: Visual or written plagiarized materials will not be tolerated.

ATTENDANCE POLICY

Attendance is required for each class period and for the full class period specified by the instructor. You will receive an academic warning after the 2nd absence. The maximum number of **allowed absences is (3) three. On your 4th absence you will be dropped from the class.**

Roll will be taken at the beginning of each class period. You will be considered late if you are not present at the time roll has been called. If you are not prepared for class, leave to go make copies, go to your locker or go to the print lab you will be counted as late. Being late demonstrates a lack of respect and responsibility to both your peers and your instructor so **BE ON TIME**. A combination of three late marks and/or three left-early marks will equal one absence. Attendance is vital for achievement and the acquisition of good work habits. As followed by University policy no absence is excused. (one exception is religious holidays). So choose your absences wisely.

ADA NOTE

If you have special needs as addressed by the Americans with Disabilities Act (ADA), please notify me immediately so that appropriate accommodations can be provided.

MISCONDUCT

Read the abide by the rules of non-academic and academic misconduct. The instructor adheres to the policies.

RELIGIOUS HOLIDAYS

If any scheduled course meeting conflicts with mandated religious observance, the student must notify the instructor prior the day of the observance that the student will be absent.

SUPPLIES

Students will be expected to present their work in a professional manner. Quality tools and materials should be considered as an investment in one's future.

- media device: flash key, hard-drive, ipod...
- notebook for class notes and assignments (bring to every class)
- 3-ring binder for handouts
- box of binder clips (medium size)
- tracing paper (pad or roll min.12 inches wide)
- required text books
- self-healing mat to cut on in class (not too big not too small)
- push pins (always bring to class)
- fine and thick nibbed markers for sketching
- transparent tape (NO glue sticks!)
- white paper tape or masking tape
- steel ruler with cork back (18 inches) AND a heavy ruler at least 24 inches
- x-acto knife with #11 blades
- scissors

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BLOG and BLOGGING :: SEMESTER LONG

You will need to keep a personal blog. I strongly suggest to use the same blog as you started for Think Make. You can change the name. And you will be keeping a blog for VISC 204 you can keep just one blog or have separate. It is up to you.

Your personal blog will be a place for you to answer questions, reflect, post inspiration: links, images, videos, and your final projects. Your personal blog is a record of your experience in the program.

Add an entry at least 1 – 2 time(s) a week you should add something to your blog. An entry can be based on what you find online, research related to what we are doing in classes, links...

If you don't have a blog you can set one up on Blogger: <http://www.blogger.com> or if you want to use WordPress.

Email me the address to your personal blog.

There is also a class blog, you should check the class blog daily, <http://kutype01.blogspot.com/>

Besides adding to your personal blog you must comment on any 2 entries by any classmate (either on their blog or the class blog). Comments should be more than -- yeah, that was cool.

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BEHANCE.NET

You will also be posting your final projects, sketches, project overview to a Behance page. Behance is a social networking portfolio site. [Behance.net](http://www.behance.net), sign up in the upper left / ask for your invitation to join. It is free, there is a pro site but you do not need that at this time.

check out your peers...

<http://www.behance.net/bbrooks>

<http://www.behance.net/emilyaustin>

graduates

<http://www.behance.net/mattchase>

<http://www.behance.net/cojaclynsy>
<http://www.behance.net/catcoq>