

graphics



why-o-graphics | university of wyoming | graphic design

ART3112 Typography | MW 10:30-1 | Syllabus | Spring 2012

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Office Hours | Monday & Tuesday 2-3pm

Prerequisites: ART 1005, 1130, 2112 or concurrent enrollment in 2122, and 1120 or concurrent enrollment in ART 1120.

Course Description: Examines the use of type, its history, structure and background in reference to the field of graphic design. Closely examines the relationship between typographical layout, concept, and expression.

Disability Statement: If you have a physical, learning, or psychological disability and require accommodations, please let me know as soon as possible. You will need to register with, and provide documentation of your disability to, University Disability Support Services (UDSS) in SEO, room 330 Knight Hall, 766-6189, TTY: 766-3073.

Objectives & outcomes of the course: This course is an introduction to typography or the study of type. Students will gain knowledge of all facets of typography from concept to the printed page. Work will be completed both on and off of the computer with an emphasis in using type to express concepts, emotion and ideas. Students will learn the rules and guidelines of hand-created and digital type as well as the historical and modern type trends within the field of graphic design.

Required Text: Thinking With Type by Ellen Lupton, Second Edition
ISBN: 978-1-56898-696-3, Princeton Architectural Press, 2004,2010.

Tools & supplies you will need: Sketchbook, Grid Paper, Tracing Paper, Illustration board, X-acto knife and blades, Scissors, White eraser, Poster board, Ruler (metal if possible), Brayer (a wooden spatula works great!), Portable hard drive or equivalent, Tool supply box or equivalent.

* In addition to the supplies listed you will also more than likely have to purchase additional supplies or materials depending on your own specific projects.



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Graphic design materials fee cards: Each student enrolled in ART 3112 Typography will be required to purchase three \$15 graphic design materials fee cards. These fee cards cover the cost of ink, hardware, and software usage as well as other various expendables. All fee cards must be purchased during the first week of school.

Art materials fee card: Each student enrolled in ART 3112 Typography will be required to purchase one \$15 art materials fee card. This account guarantees the operational management and maintenance of the Department of Art. It maintains the viability of programmatic support of events and facilities that are integral and essential to the entire department. All fee cards must be purchased during the first week of school. For questions regarding the art materials fee card contact: Ricki Klages.

Paper fees and materials cards: Each student enrolled in ART 4120 Senior Portfolio is responsible for purchasing and maintaining their own printing paper supply. Professional Epson printing paper can be purchased using graphic design materials cards from the course professor after class at these costs:

- Presentation Paper Matte: 8.5x11 - 6/\$1.00, 13x19 - 2/\$1.00
- Photo Paper Glossy: 8.5x11 - 3/\$1.00, 13x19 - 2/\$3.50
- Premium Photo Paper Semi-Gloss: 8.5x11 - 2/\$1.50, 13x19 - 1/\$1.50

Students are more than welcome to purchase their own paper from other sources outside the graphic design area. For final projects the required print quality will remain the same regardless of paper choice.

Course requirements and assignments:

2 Quizzes - 10 points each - 20 points total

2 Essays - 10 points each - 20 points total

4 Assignments - 15 points each - 60 points total

3 Projects - 50 points each - 150 points total

Semester total: 250

Grading Standards: All assignments and projects are graded using a rubric. Please see attached rubric for further detail. You will be evaluated on concept, execution, and typography. Each project will be given a letter grade based on a system of points for each assignment rubric. You will receive both written and verbal evaluations for each assignment. The verbal evaluation will take place during the critiques that are scheduled for the assignment due dates. Projects will be graded and returned by the due date for the next project.



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Grading Standards cont'd:

A: Excellent - This is usually work done by a highly motivated student meeting all or most of the performance criteria as set forth by the assigned design problem. In order to earn an A in the course, a student must earn an A consistently on every design project.

B: Good - This work is above average but lacks the qualities that give it the stamp of excellence. It shows better-than-average design sensitivity.

C: Satisfactory - This work is merely average. Work is handed in and has fulfilled the requirements for the project, but it lacks strong visual and conceptual interest and thoughtful and imaginative resolution.

D: Poor - Below average. This work is handed in, but lacks many or most areas that show any understanding of design or design print production.

F: Unacceptable - Work that is not handed in or is so unfortunate as to be an affront to design sensibilities.

Due dates and project submission: In the professional world of design, deadlines must be met, no exceptions!

All assignments will have due dates. Late projects will not be accepted. Projects are due at the beginning of class. Clients are interested in results, not excuses. A written doctors explanation is required if a due date is missed due to illness. Discuss problems with the professor in advance to anticipate a problem and create solutions. Organize your time and plan ahead!

Finally, projects may be redone for reassessment. Students are encouraged to improve projects. Projects submitted for reassessment are due one week from the class period that the project grade is handed back.

Attendance and tardy policy: You are required to attend all class meetings. There will be new techniques and lectures presented every day. You will be allowed three unexcused absences and three unexcused tardies during the semester. Each unexcused absence or tardy following the allowed three will result in the dropping of one letter grade per unexcused day or tardy off of the students final grade. For illnesses, Student Health or a private physician may issue a statement giving the dates of a student's confinement whether in the home or hospital. Students with university authorized absences or tardies shall be permitted to make up work without penalty for classes missed.

Critiques: Critiques are conducted for all seven of the main projects. Students are required to participate in a mandatory "in-progress critique" (a highly refined preliminary design review) that precedes the final critique for each project. The emphasis at the in-progress critique is on affirming the validity of the students' concepts and analyzing form. The final critique is used to evaluate the evolution and resolution of the designs. In all critiques, students are expected to come prepared to present their concepts, discuss how the forms of their designs support their concepts, as well as describe the ways they arrived at their ideas/forms - all in a professional manner.



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MacOSX disclaimer: The macintosh computer is the industry standard for graphic design. You will be expected to be familiar with the OSX operating system as well as all hardware and software necessary to successfully navigate this course. Small technical demonstrations will be given for each project as necessary. Advanced hardware and software application, techniques, and troubleshooting are expected to be obtained by the student at his/her own will on personal time. There are several books and online tutorials that can aid in this effort. For more information check out: lynda.com, youtube.com, google.com, and amazon.com

Academic Honesty: The University of Wyoming is built upon a strong foundation of integrity, respect and trust. All members of the university community have a responsibility to be honest and the right to expect honesty from others. Any form of academic dishonesty is unacceptable to our community and will not be tolerated. Teacher and students should report suspected violations of standards of academic honesty to the instructor, department head, or dean. Other University regulations can be found at: <http://www.uwyo.edu/generalcounsel/new-regulatory-structure/prior-university-regulations.html>

Classroom Decorum: All students are expected to act in a respectful and courteous manor to the instructor as well as all other students in the class. There are several things that will aid in this effort. Absolutely no cell phones, ipods, mp3 players or any other electronic or non-electronic device that will distract and disrupt the class. Absolutely no tampering with the UW graphic design lab's or fellow students' facebook, email, files, or equipment for any reason. Abuse of this will result in an immediate referral to the Dean of Students office. UNIVERSITY REGULATION 29, Revision 1 states that the student has obligations as well as rights in the classroom. For more information please read "Students and Teachers Working Together" by visiting: <http://www.uwyo.edu/as/current-students/advising-information.html>

Design work disclaimer: The instructor may use design work you create in this course as example work for other courses or students - for educational purposes only. If you would not like your work to be used in this manner you must submit a written statement to the instructor during the first week of classes.

Syllabus disclaimer: The instructor may make changes to the syllabus as the course proceeds, If necessary, these changes will be announced in class.



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Typography Timeline:

Week #1

M - Syllabi, arrange lab, assign 10#s, assign Type Notebook

W - Watch Helvetica, 10#s Due, assign anatomy reading: 36-75

Week #2

M - MLK Day - No class

W - Anatomy lecture, assign anatomy quiz, assign letters reading and essay: 12-33

Week #3

M - Anatomy quiz, letters reading discussion, rules of typography lecture, assign relationship of letters assignment, relationship demo

W - Relationship selection and workday. 50 thumbnails due

Week #4

M - Relationship of letter critique, Assign figure and ground assignment, f&g demo

W - Figure and ground selection and workday. 25 digital sketches due

Week #5

M - Figure and ground critique, Assign famous and object type

W - Famous and object type selection and workday

Week #6

M - Famous and objet type critique, assign arrangement of type reading 102-143

W - Arrangement of type lecture, assign quiz, assign text reading and essay: 87-101

Week #7

M - Arrangement quiz, text reading discussion, assign menu project, kerning, tracking, & leading demo.

W - Menu workday. 50 thumbnails due

Week #8

M - Menu in-progress critique and workday

W - Menu workday



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Typography Timeline cont'd:

Week #9

M - Menu critique, assign type in motion assignment, discuss narrative typography

W - Type in motion workday

Week #10

Spring Break - No Class.

Week #11

M - Type in motion critique, assign Bowery project

W - Bowery workday

Week #12

M - Bowery in-progress critique and workday

W - Bowery workday

Week#13

M - Bowery critique, assign Type design final. Bring type notebooks for next class.

W -Type notebook DUE - discuss and make selections for final. Type design demo.

Week #14

M - Type design workday

W - Type design workday

Week #15

M - Type design workday

W - Type design in-progress Critique

Week #16

M - Type design workday

W - Type design FINAL critique

Week #17

M - Lab cleanup

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0-2 pts.

Exhibits clear understanding and use of grid alignment	
Exhibits clear understanding and use of dominant/recessive	
Exhibits clear understanding and use of scale	
Exhibits clear understanding and use of composition	
Exhibits clear understanding and use of negative space	
Color choices are congruent and support concept	
Material choices are congruent and support concept	
Concept is clear and easily understood	
Concept is exhibited though out the entire piece	
Concept exhibits clear research	
Concept informs over all design and form	
All cuts are straight and smooth	
Paper/mount is flat with no bubbles	
Paper/mount is not peeling	
No adhesives are visible	
Folds are crisp, clean and straight	
Type selection is congruent with project and concept	
Type treatment is congruent with project and concept	
Type is properly kerned	
Type exhibits well considered tracking, leading, and spacing	
Type exhibits understanding of readability issues	
Type exhibits proper proportion and scale	
Type exhibits understanding of placement and composition	
Type exhibits clear understanding of visual hierarchy	
Presentation is clear, well-prepared, and professional	

*Professor comments attached

_____ / 50pts. Total