

# Typogrâphy



## What is this all about?

In this class you will learn how to work with type as a stand alone design element. You will also learn how to incorporate type successfully with imagery. The assignments will cover a broad range of type applications. Be prepared to take on many assignments which will cause you to not only think just about typography, but about yourselves and your place in the design world. The course will heavily focus on practical applications of type.

The assignment guidelines are never set in stone. If you have an idea of how you would like to alter an assignment to fit you better, please discuss this with me and I will work with you. This class is about learning as much as you can about type and its application. I want you to be challenged, make quality work and have fun. You will also learn the importance of citizenship, teamwork and conceptual thinking.

## Student outcomes and objectives:

*You will develop the ability to create and design with letterforms in printed communication by:*

1. *Cultivating typographic sensibilities.*
2. *Developing and applying creative ideas to design problems.*
3. *Developing excellent craftsmanship and professional skills.*
4. *Understanding the graphic designer's role.*
5. *Familiarizing self with typographic history.*
6. *Exploring type as an independent design element.*
7. *Becoming familiar with typographic terminology.*
8. *Becoming familiar with grid systems as organizational tools.*
9. *Exploring type adjustment, manipulation and management techniques used in various design programs.*
10. *Thinking about and being extremely aware of visual culture.*

This is not an instructional computer class. In terms of your commitment to learning objectives within each exercise, I recommend to students that they work and practice on their own personal equipment, or the equipment available within the labs. For some students, simply working with the equipment and getting to know basic operations is very helpful during out of class hours. For those who have computer skills, this may not be necessary. **I will help anyone who asks.** If you are having trouble, questions or concerns please tell me. I welcome questions. I ask a lot of questions and I expect a lot of questions and comments from you.

## Evaluation:

1. **Concept:** The ability to define the problem, explore various possibilities and develop a unique solution.
2. **Design Quality:** sensitivity to the principles of design and typography.
3. **Presentation:** technical skill, following directions and quality of presentation.
4. **Professionalism:** presenting work on time, in a professional manner.
5. **Written Paper:** each project will include a written paper, typed, about the development of the concept and the justification of the final visualization. You will also hand in a cd with the files of your finished project.
6. **Evidence of work done outside of class.** Criteria for studio problems are given at the beginning of each assignment.

misc.  
**Info**

ART 4103-02  
Stafford 220  
T & TR | 8-10:45am

Asst. Professor | Kate Bingaman-Burt  
Office location | Stafford 225  
Telephone | 325-7598  
Email | [kbingaman@caad.msstate.edu](mailto:kbingaman@caad.msstate.edu)  
Hours | T & TR 10:45-12:15

# Typography

## Design Stages:

You will be expected to show the progression of your work in this class on a daily basis. The following is a list of terms we will use throughout the course to describe the stages of your design process. Our projects will generally follow these steps:

- 1) Present concepts: your “big picture” for the project including thumbnails, research you’ve carried out, background information, target audience, and influences for idea. Your design is not set in stone at this point but you have laid the groundwork and have a clear idea of what you intend to do.
- 2) Preliminary Layout Sketch/Rough: a detailed sketch (may incorporate collage but should not be done on the computer) that is to scale and shows placement of images and all type and intended colors.
- 3) Computer Rough/Tight Rough: a computer printed version of your design with all type and images placed. It does not have to be full-size but should be to scale.
- 4) First Final: A computer printed, full-size, final version of your design. Proof-reading, color and image correction should already be completed at this point.
- 5) Final: A full-size, printed and mounted final design. You may have had to make minor adjustments between the First Final and the Final.

Major projects are worth from 100–300 points each.

Each project’s value will be noted when assigned. Each major project will be graded with a rubric, I will review the rubric’s criteria at the beginning of each project. All of your process materials and a cd containing the files will be turned in with the final project.

In-class activities and one-day projects are worth 25 points each, unless otherwise noted. Make-up opportunities for in-class exercises will be given at the Instructor’s discretion.

**All projects and assignments must be turned in at the beginning of class the day that they are due, otherwise they will be counted late. Late projects will be dropped a letter grade for each day that they are late.**

*All work should be created by you. See MSU’s website for academic misconduct policies:  
<http://www.msstate.edu/dept/audit/1207.html>.*

Make sure to record suggestions given at critiques. Documenting and applying suggestions will improve your work and make portfolio preparation much easier.

Three Tardies = One Absence

More than three absences will lower your final grade by one letter. I expect you to stay for the duration of the class period unless otherwise dismissed.

DO NOT BE SILENT IN CRITIQUES!

Thinking With Type, *ellen lupton*  
Grid Systems, *kimberly elam*

*various articles will be handed out to read and discuss throughout the semester as well.*

Supplies:  
drawing and painting supplies  
sketch book  
cheap trace (bum wad)  
several sharpies (various thickness)  
pencils  
pens  
blank cds, flash drives or ipod  
computer printer paper  
computer printer inks  
ruler  
xacto knife  
several black boards  
spray mount  
camera (any kind)

Other supplies that might be needed will be announced before each assignment. Also expect to use materials that are not sold in the art section at the book store. You must bring your sketch book and/or trace paper as well as drawing supplies and a method of computer storage (cds, flash drive or ipod) with you to class every day. If you do not have these items you will be ill prepared and may be sent home and **counted absent** for the day.

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