

# TYPOGRAPHY I syllabus (Spring 2012) | GRD121.01

monday-wednesday 8:00-11:00, Room 706

## COURSE OUTLINE

This course is an introduction to the theory and practice of typographic design, examining history and evolution of technologies, terminology and processes. Through directed projects, students will explore expressive and conceptual use of typography.

## INSTRUCTOR

Giada Coppi. Office hours: by appointment.

E-mail: [gcoppi@watkins.edu](mailto:gcoppi@watkins.edu)

## TEXTBOOK

Designing with type / by J.Craig and I. Korol Scala

## OTHER SUGGESTED READINGS

Thinking with type / by E.Luŕton

The elements of typographic style / by R.Bringhurst  
Lettering & type: creating letters and designing typefaces / by B.Willen

## ON-LINE RESOURCES

[www.thinkingwithtype.com](http://www.thinkingwithtype.com)

[www.ilovetypography.com](http://www.ilovetypography.com)

[typographica.org](http://typographica.org)

[typeeverything.com](http://typeeverything.com)

More on-line resources and inspiration sites will be signalled during the course and sent by email: feel free to share your own links with the class!

## PARTICIPATION & CRITIQUES

Participation in class is expected, as well as devoting adequate time and effort outside of class. Critiques will be announced in advance. Participation to critiques is required for the project to be counted on time. Work turned in late will have the grade lowered one full letter for every class that is late.

## TYPOGRAPHY JOURNAL

For every class meeting you will collect at least one image of letter forms that you like: they can be cut out from magazines, photocopies of books, photographs of signs, packaging pieces, sketches made by you. Each piece will be accompanied by some critical annotation. By the end of the semester, you will have at least 32 pieces, glued into a notebook.

## SEMINAR SESSIONS

Each student will research the work of a type designer and present it to the class (15 mins).

## GRADING

Grading guidelines for projects are:

- (1) fulfillment of the brief;
- (2) deadline adherence;
- (3) effectiveness of type and imagery;
- (4) accuracy and precision in craft;
- (5) strength/originality of concept;
- (6) progress work.

Grading will be based on practical projects, 1 seminar session, some exercises, 2 quizzes and the journal, weighted as follows:

+ class work and projects	60%
+ quizzes & exercises	20%
+ seminar & typography journal	20%

## ATTENDANCE

Students are expected to attend all meetings of each class, to be in class on time, and to remain for the entire class period. There are no excused absences. Any student who misses four classes will have their final grade reduced by one letter. Students who miss more than six classes for any reason will receive a failing grade. Students who miss more than one hour of a class are recorded as absent; also, being tardy three times is equal to one absence (see the Student Handbook for more information).

## REQUIRED MATERIALS

- + Sketchbook (9"x12") / suggested wire bound Strathmore fine tooth
- + Pad of tracing paper (14"x17")
- + Pad of marker layout paper (14"x17") / suggested Canson Pro Layout Marker
- + Black Sakura Pigma Micron Pens (01,03,05 set)
- + Calligraphic marker (Faber-Castell Calligraphy pen, Itoya DBL calligraphy black or other)
- + 5 Solid black boards for mounting projects (15"x20")
- + Adhesive (recommended: Spray Mount or 3M roll)
- + X-acto knife + blades
- + Masking tape
- + Metal Ruler (recommended 24")

Recommended: metal T-square and triangle

# SEMESTER CALENDAR

(this is an orientative calendar, please note that some dates may be subjected to change; each assignment will include a schedule with specific deadlines. The assignment sheet will take precedent over this schedule if there are discrepancies)

wed 01/18	Project 1	
mon 01/23		
wed 01/25		
mon 01/30		
wed 02/01	CRITIQUE Project 1; Project 2 assignment	
mon 02/06		
wed 02/08		Seminars: Staples, Davidson
mon 02/13		
wed 02/15	CRITIQUE Project 2; Project 3 assignment	
mon 02/20		
wed 02/22	Exercise in class	Seminars: Beaudoin, Wilkison
mon 02/27	Exercise in class	
wed 02/29	MID-TERM QUIZ Exercise in class	
mon 03/05	Exercise in class due	
wed 03/07	CRITIQUE Project 3	
mon 03/12	Spring Break	
wed 03/14		
mon 03/19	Calligraphy exercise in class	Seminars: Hartshorn, Erwin
wed 03/21	Calligraphy exercise in class	
mon 03/26	Project 4 assignment	
wed 03/28		
mon 04/02		Seminars: Goessman, Jenkins, Smith
wed 04/04		
mon 04/09	CRITIQUE Project 4	
wed 04/11	Project 5 assignment	
mon 04/16		
wed 04/18		Seminars: Stanger, Merry
mon 04/23		
wed 04/25		
mon 04/30	FINAL QUIZ Typographic journal due	
wed 05/02	CRITIQUE Project 5	