

Syllabus

01/04/2012

Syllabus

Introduction-

Typography is the foundation of graphic design/visual communication. It serves as a powerful tool that can be utilized to visually present our thoughts and attitudes through the usage of letterforms and words, and intern formulate a typographic syntax (cohesive visual whole).

This course is designed to introduce students to the basics of typography and design and how designers must deal with type to solve visual problems in graphic design/visual communications.

The structure of this class includes lectures, demonstrations, and in/outside-class studio activities. Projects will be assigned and will be due on scheduled dates. Each project will include an introduction to the specifics of what is expected and what concepts we are covering. At the completion of assigned projects a critique and class review will take place.

If you have any questions during the semester, please don't hesitate to contact me by email, or in person.

Catalog Description-

ART 220 - Typography 3 hrs.

Introduction to type and the letterforms as a fundamental and aesthetic element of visual communication. Traditional and [electronic](#) skills utilized. Prerequisites: Declared Visual Communications major and ART 115 and ART 210 and ART 201.

Course Objectives-

- Become sensitive to the visual concerns of typography and typographic organizations of space.
- Introduce industry terms and standards of typography
- Understand the potential of typography and how it can develop new

ways of communicating, thinking, and problem solving.

- Encourage and continue the development of problem solving skills and concepts
- Acquire design skills required for future career opportunities
- Introduce digital technology as related to the design process.

Meeting Times-

Monday, Wednesday, Friday 9:30 AM - 11:20 AM, Rm OP 1224 - sec 1

Monday, Wednesday, Friday 11:30 AM - 01:20 PM, Rm OP 1224 - sec 2

[Three credit](#) hours meet for 6 class hours plus 10 hours outside of class (minimum). Additional lab hours will be announced.

Required Text-

"Thinking with type" 2nd edition

by Ellen Lupton

"Making and Breaking the Grid"

by Timothy Samara (recommended)

A subscription to Communication Arts Magazine(required)*

Current industry periodicals as required.

(ex: Print, How . . .)(recommended)

>>>>You are not required to purchase you books through Amazon<<<<<<<

Plagiarism/Cheating Policy

Plagiarism and cheating are serious offenses and may be punished by failure on the exam, paper or project; failure in the course; and/or expulsion from the university.

Accommodation

TSU will make reasonable accommodations for persons with documented disabilities. Students need to contact the Director of Disability Services and the professor as early in the semester as possible to ensure that classroom and academic accommodations are implemented in a timely fashion. All communication between students, the [Office of Disability](#) Services, and the professor will be strictly confidential.

Absentee Policy

Roll is taken daily. Greater than 4 unexcused absences will result in a reduction of your final grade by one letter grade. Requests for excused absences should be submitted to the instructor in writing before the class to be missed. This includes sports practice or away competitive events, band or other instructor-led group trips sponsored by faculty/university administration. This does not include Fraternity, Sorority or other extra curricular type of activities. Determination of the absence is at the discretion of the instructor.

Tardiness Policy

Lateness is not tolerated in this fundamental class. All students not present at time of attendance being taken, regardless of late arrival, will be counted absent for that period.

Effort Policy

Students who are late to class, unprepared or who do not [participate](#) will receive reduced grades when applicable. Any late or incomplete projects will result in failure on the project; unless such is the result of an excused absence (in which case every effort should be made to turn in the project early). Excusibility will be determined by your effort throughout the course of the project and at the instructor's discretion.

Process Book

In this course you will be required to do a process book/design idea diary(minimum size 8.5 x 11) for the entire semester with entries for each assignment and each class meeting. The book should include; sketches, notes, ideas as well as visual inspirations/imagery from magazines, books, etc. (can be copied cut out).

The process book will be counted as graded component in each one of the assignments that is presented this semester.

Support Material/outline:

- any periodicals, book, etc. - represented by photocopies of articles and work. Source material should relate to the content that we are covering during each assignment
- sketches also are an integral component of each exercise minimum expectation will be announced during each visual problem

- Notes: all project notes should be easily Source in your process book(organization)
- all project information/handouts

An emphasis upon the design process: the value of Looking and Seeing. In essence...This journal once completed by each one of you becomes a mechanism for idea development, inspiration, documenting research and self-reflection. These activities, which are represented in the book, provides each of you with clearer vantage of the various possibilities for each of the given exercises and meaningful guide to how important process is in general.

Supplies & Cost

You have paid the registration office in McClaine a basic lab fee. This does **NOT** cover the use of the inkjet and laser printers. Rusty is in charge of the laser printing and he needs your receipt once you pay over in McClaine (under Visual Communication) for printing in this lab.

- Storage Device - Jumpdrives, external HD's
 - sketchbook
 - grid paper
 - 3 ring binder (at least 1.5 to 2 inches wide)
 - matte paper | prefer EPSON Heaveyweight Matte Paper(*letter*)
 - black foamcore | used to mount projects to be turned in
- *****You may also need to purchase additional supplies as needed.*****

Cell Phones

Cell phones are not permitted in the studio. Turnit OFF and leave it in your locker. Do not keep in on your person to “check” incoming calls.

Semester Projects

TYPOGRAPHIC CONSTRUCTION AND ANATOMY

- 1.1 form development/creation/form variations
- 1.2 application example

TYPOGRAPHIC VARIATIONS THROUGH CHANGING PARAMETERS

- 2.1 grid, hierarchy and dynamic page exploration
- 2.2 drop cape

NEWSLETTER

3.1 Typographic spread/experimental approach

TYPE IN MOTION

4.1 typographic narrative

>projects could change and be added to as semester progresses<

Grades

A - 100-90%. Excellent Work, reflected by:

meeting deadlines for all stages of projects as scheduled.

the development of preliminary research as outlined by the instructor.

strong evidence of creative process demonstrated via the idea diary.

communicating desired concepts/ideas to a selected audience.

using space effectively by creating dynamic, foundational elements of visual communications:

letter forms, image/illustrations, organizational strategies.

technical proficiency

maintaining a professional attitude in your work.

a quality project presentation to the class
(demonstrating communication skills).

top project(s) in class.

B - 89-80%. Good Work (above average)

very solid effort.

may be lacking qualities listed in A description.

C - 79-70%. Fair Work (average)

completes projects as assigned.

may be lacking qualities listed in A description

D - 69-60%. Poor Work (below average)

effort lacking.

suggest dropping course if received frequently.

meet with the instructor for guidance.

F - 59-0%. Failure

major problems with projects.

suggest dropping course if received frequently.