

typography intensive

course syllabus

GD 325

Th 9-3, Brown 206

3 credits

course description

FUNDAMENTALS AND EXPANSION

Designed for transfer students or others who have completed previous courses in the subject, this course offers an intensive study of typography from the basics to the finer points. Prerequisite: Entrance to the course is permitted by individual review.

learning outcomes

- Recognize typographic anatomy, classification, terminology and history.
- Demonstrate a clear understanding of how design principles (such as compositional order, tension, scale, contrast, alignment, figure/ground) apply to typography.
- Utilize quality typefaces, effectively selecting and combining them for page and screen.
- Demonstrate proficiency with typographic hierarchy and grid structures while working with large amounts of text in paragraphs, pages, and sequences.
- Develop fluency in digital typesetting (InDesign).
- Assess, critique, and present work employing design principles to reflect content.

attendance

For the most part, we'll conduct lectures, demos and critiques in the earlier part of the session, leaving room for work time and one-on-one help after lunch.

Attendance is mandatory and is a big part of your grade. Students who miss classes will be expected to make up all work in addition to homework. Students with unexcused absences will not be granted extensions to deadlines or any feedback over email. **Missing more than three classes for any reason will result in no credit for the course.**

Arriving more than 15 min late for class or after a break counts as absent. Last session will be December 11. There will be no class on October 16 (Fall break) and November 20 (Thanksgiving). Class time will be set aside toward the end of the semester for completion of student course evaluations.

Regarding the myriad of ways we may digitally communicate with one another, practice the utmost respect for classmates and your own intellectual development during designated course times. Internetting, sleeping, phone-ing, and so on is an indication that you are not present.

materials

BRING TO EVERY CLASS:

- > flashdrive (1GB minimum), or data storage system
- > sketchbook
- > subscription to fontstand.com (free)

BRING TO CLASS WHEN NOTED:

- > digital camera
- > fancy paper for projects
- > xacto knife and #11 blades, scissors
- > metal straight edge for cutting
- > self-healing cut mat 12 x 18 or larger
- > adhesive: studio tac; gluestick, etc.

To use MICA fonts on your personal laptop, try the pilot by visiting: fonts.mica.edu

Other materials may be necessary but will be discussed ahead of time. Consider sharing or using reasonable substitutes.

a note on paper: please be conscientious about recycling and printing two-sided to save resources

textbook

No text, but please see recommended readings list and make use of the required handouts.

syllabus, continued

assignments

This course will offer two kinds of assignments: short exercises completed in a single session and more complex projects that will last a few weeks.

Weekly exercises ("dailies") will be assigned to build your skills. Upload each week to our course site.

Complex projects will include a fictitious identity; monumental typography; mash-up print and digital publication; and one text three ways.

grading

- exercises: 24 points (2 points per exercise)
- projects: 45 points (15 per project)
- participation: 30 points (2 points per class)
- free point: 1 point (for being cute)

evaluation

Each project will be evaluated in writing after our in-class critique, grades composed with 5 points for each element listed below:

presentation and craft

level of finish achieved in final presentation design, and clarity of project presentation.

participation

ability to articulate thoughts and ideas in a group setting and with instructor, in a professional and respectful manner, daily and in critique.

process

consistent effort, ability to follow a logical and thorough path from concept, refinement to completion.

end-of semester documentation

A series of pdfs summarizing all final solutions will be due and uploaded to the course website. each image should be prepared as close to the dimensions below as possible.

Size: 11 x 8.5 inches, 200 dpi

File name: Name_Projectname001.pdf

course website

mica.instructure.com

door codes

PLEASE FEEL WELCOME IN ALL SPACES!

F 216: computer lab. 4, 2, 1, enter

F 218: open studio. 4, 3, 1, enter

BR 206: computer lab. card swipe access BR 304:

small computer lab. card swipe access BR 305:

computer lab. 4+2 (same time), 3, enter

BR 306: small computer lab. 1, 2, 3, enter

BR 307: open studio. code 3, 4, 1, enter

Brown 308: seminar space. 4, 3, 5, enter

BR 309: open studio. 4+2 (same time), 3 enter

BR 311A: photo studio, 1, 2+5 (same time), enter

please sign up outside of the GD Office to use

neat mica resources

DON'T FORGET ABOUT THESE RESOURCES:

Visit: micagraphicdesign.org/links for a round up of resources and links to the below:

- Free Creative Cloud
- Cutting and adhesive tools, BR 309
- Bindery tools: saddle-stitch stapler, perfect binder, pro click and wire-o binding, BR 309
- Rad collection of zines in Decker Library
- Writing Studio to polish text-based projects
- new! fonts.mica.edu

fall events

Lots of great events happening in the department this fall! Please follow us on instagram for more special events: @MICA_GD

Sept 13 3:30-4:45pm, GDMFA Lecture: Loraine Furter and Eric Schrijver

Sept 6-19, Tolerance Poster exhibition on view in Brown

Sept 20-27, AIGA DC Design Week

First week in October, TBC, Andrea Pippins presentation

Oct 21-27, AIGA Baltimore Design Week

Oct 25 3:30-4:45pm, GDMFA lecture: Chantal Jahchan and Yotam Hadar

Oct 29, Steinmetz Designer in Residence Lecture, TBC

Nov 8 3:30-4:45, GDMFA lecture: Jiminie Ha

syllabus, continued

academic policy statements

ACADEMIC DISABILITY ACCOMMODATIONS

MICA makes reasonable academic accommodations for qualified students with disabilities. All academic accommodations must be approved through the Learning Resource Center (LRC). Students requesting accommodation should schedule an appointment at the LRC (**410-225-2416 or e-mail LRC@mica.edu**), located in Bunting 110. It is the student's responsibility to make an accommodation request in a timely manner. Academic accommodations are not retroactive.

ENVIRONMENTAL HEALTH AND SAFETY (EHS):

Students are responsible to follow health and safety guidelines relevant to their individual activities, processes, and to review MICA's Emergency Operations Plan and attend EHS training. Students are required to purchase personal protection equipment appropriate for their major or class. Those students who do not have the proper personal protection equipment will not be permitted to attend class until safe measures and personal protection are in place.

PLAGIARISM

Each discipline within the arts has specific and appropriate means for students to cite or acknowledge sources and the ideas and material of others used in their own work. Students have the responsibility to become familiar with such processes and to carefully follow their use in developing original work.

Policy. MICA will not tolerate plagiarism, which is defined as claiming authorship of, or using someone else's ideas or work without proper acknowledgement. Without proper attribution, a student may NOT replicate another's work, paraphrase another's ideas, or appropriate images in a manner that violates the specific rules against plagiarism in the student's department. In addition, students may not submit the same work for credit in more than one course without the explicit approval of all of the instructors of the courses involved.

Consequences. When an instructor has evidence

that a student has plagiarized work submitted for course credit, the instructor will confront the student and impose penalties that may include failing the course. In the case of a serious violation or repeated infractions from the same student, the instructor will report the infractions to the department chair or program director. Depending on the circumstances of the case, the department chair or program director may then report the student to the appropriate dean or provost, who may choose to impose further penalties, including expulsion.

Appeal Process. Students who are penalized by an instructor or department for committing plagiarism have the right to appeal the charge and penalties that ensue. Within three weeks of institutional action, the student must submit a letter of appeal to the department chairperson or program director, or relevant dean or provost related to the course for which actions were taken. The academic officer will assign three members of the relevant department/division to serve on a review panel. The panel will meet with the student and the instructor of record and will review all relevant and available materials. The panel will determine whether or not to confirm the charge and penalties. The findings of the panel are final. The panel will notify the instructor, the chairperson, division, the student, and the Office of Academic Affairs of their findings and any recommendations for change in penalties.

TITLE IX NOTIFICATION

Maryland Institute College of Art seeks to provide an educational environment based on mutual respect that is free from discrimination and harassment. There are multiple ways to report sexual harassment/misconduct/assault and reports are encouraged (www.mica.edu/equal_opportunity). Students requiring academic adjustments due to an incident involving sexual harassment or discrimination should contact Student Affairs at 410.225.2422 or Human Resources at 410.225.2363. Keeping with institutional commitments to equity and to comply with Title IX of the Education Amendments of 1972 and guidance from

the Office for Civil Rights, faculty and staff members are required to report disclosures of gender based discrimination made to them by students. However, nothing in this policy shall abridge academic freedom or MICA's educational mission. Prohibitions against discrimination and discriminatory harassment do not extend to actions, statements or written materials that are relevant and appropriately related to course subject matter or academic discussion.

STUDENTS WITH EXTENDED ILLNESS OR ABSENCE

In the case of extended illness or other absences that may keep the student from attending a class for more than three meetings, undergraduate students must contact the Student Development Specialist in the Division of Student Affairs or have an official disability accommodation letter issued by the Learning Resource Center that specifically addresses class absences. For students who have not been approved for academic disability accommodations, the Student Development Specialist will work with the student to determine the cause and appropriateness of the absences and subsequently notify instructors as necessary. Graduate students must contact the instructor, program director, and the Office of Graduate Studies. Students in professional studies programs must contact the Associate Dean for Open Studies. The appropriate administrator will facilitate a conversation with relevant faculty to determine whether the student can achieve satisfactory academic progress, which is ultimately at the sole discretion of the faculty member.

FIELD TRIPS

Please review MICA's field trip policy, posted online, for responsible ways to travel. Ask your department chair if you have any questions about MICA's policies, designed for your safety.

typography one **course syllabus**

course structure

The course consists of multiple projects of varying complexity. Each project will involve research + ideation, design development, group and individual critiques. Since we are a small bunch, please pose ways to tailor these projects to your own needs, or adapt.

daily exercises

Every day, we will experiment with a 20-minute design sprint. Create a composition exploring the provided content and upload your idea to the course site. The point of the exercises is to reaffirm the fundamentals of typography and to expand upon them. Don't overthink the exercises, plz.

tentative schedule

SUBJECT TO CHANGE DUE TO FICKLE FATES

week 1: aug 29

introductions and shenanigans
demo: loading fonts + InDesign basics
assignment: 3D letterform

week 2: sept 5

lecture: combinations and integrations
daily exercise
project 1 development

week 3: sept 12

lecture: measuring type for page and screen
daily exercise
project 1 complete
launch project 2: fictitious identity

week 4: sept 19

letterpress demo at Globe
project 2 development

week 5: sept 26

lecture: spacing
daily exercise
project 2 development

week 6: oct 3

lecture: grids, the basics
daily exercise
project 2 complete
launch project 3: one text 25 ways

week 7: oct 10

lecture: hierarchy basics
daily exercise
project 3 development

week 8: oct 17

lecture: type bodies
daily exercise
project 3 development

week 9: oct 24

lecture: type and texture
daily exercise
project 3 development

week 10: oct 31

lecture: dynamic identities
daily exercise
project 3 complete
launch project 4: publication

week 11: nov 7

lecture: finer points of type
daily exercise
project 4 development

week 12: nov 14

daily exercise
project 4 development

week 13: nov 21

daily exercise
project 4 development

nov 28 / no class / thanksgiving

week 14: dec 5

daily exercise
project 4 development

week 15: dec 12

final documentation due
individual exit reviews

typography intensive
first day form

PREFERRED NAME

email(s)

instagram username

portfolio website

define "typography" in your own words

favorite typeface(s) (if you have them)

where is your studio / where do you work?

last exhibition you saw

last book you read

guilty pleasure

a skill you are really confident about

a skill you want to develop

list anything that helps you learn best

Which concepts / terms do you know
confidently (meaning: no need to review them
in this course)?

- ☐ serif / sans serif
- ☐ leading
- ☐ master pages
- ☐ style sheets
- ☐ x-height
- ☐ Old Style typefaces
- ☐ hanging punctuation

Check all that apply, plz.

- ☐ I have a laptop.
- ☐ I would like some basic InDesign demos
- ☐ I think you talk too fast, Brockett
- ☐ I've visited MICA's Writing Studio
- ☐ I'd like to talk to you about my learning accommodations
- ☐ I've visited MICA's gym
- ☐ I've visited MICA's Learning Resource Center
- ☐ I've visited MICA's Decker Library