PUCD 2130-A ADVANCED TYPOGRAPHY
Mondays 9:00 – 11:40am, Room 620
jarrettfuller.com/advanced-type

Jarrett Fuller
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***Bits & Pieces Put Together
to Present a Semblance of
a Whole*** *(1991)*
Lawrence Weiner

"If there is one fundamental skill that every beginning graphic design student should master, it is this: to be able to set a text so that the form it is given works together with the substance of the text to produce a third meaning."

— David Reinfurt

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COURSE DESCRIPTION

Typography is perhaps the single most important and vital aspect of communication design. While many other disciplines employ written language, only communication designers deal with the visual aspects of language on a daily basis. Building upon the experience in Core Studio and Lab Typography, students will explore increasingly advanced typography, including texts in multiple formats and type in motion. By exploring and discussing historical and contemporary theory related to typography and design, students will begin to contextualize and apply critical thinking to their own work. They will develop a capacity for technical and formal invention, but the ultimate goal is to see and to think with typography on advanced levels.

Co-Requisites: Core Type Studio and Lab

LEARNING OUTCOMES

By the end of the semester, students will be able to:

· Use an advanced vocabulary of visual language and typographic terms to both give and respond to critique productively and be able to articulate design concepts verbally.

· Demonstrate advanced knowledge of how typography and its variables are applied to textual content at a refined and professional level.

· Demonstrate advanced skills of the iterative making process in graphic design, using incremental methods such as prototyping, user testing and evaluation to build toward more advanced work.

· Demonstrate fluency in the typographic and compositional forms of publications and create graphic design for cross-platform publishing

· Demonstrate advanced understanding of how design principles and notions relating to time, such as frame, duration, speed, simultaneity, linearity, life cycles, evolutions and performativity relate to the fields of typography and communication design, and can be expressed through time based forms.

· Communicate concepts and ideas for time based media in communication design through storyboards and prototypes.

· Be able to archive and document advanced design work that is printed, on screen or time based in a reflective manner for learning portfolio

· Reflect on own advanced typographic work in written form and be able to present it depending on the audience.

· Demonstrate an understanding of contemporary design theory.

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January 22	Class intros, syllabus, grading, etc LECTURE: Fundamentals of Typography / Review READ: *Detail in Typography* (Basics —The Word), *Typography is a Grid* ASSIGNMENT: Begin Magazine Analysis Assignment	***Syllabus subject to change.** Please visit **jarrettfuller.com/advanced-type** for updates. All readings will be provided via PDF and available on the class site. No supplies are required for this course, though specific items may be needed depending on your own projects.
January 29	LECTURE: Grid Systems/Layout/Type Systems IN CLASS: Magazine analysis READ: *Detail in Typography (Linespacing —The qualities of Type)*	
February 5	IN CLASS: Present Magazine Analysis READ: *The Crystal Goblet* ASSIGNMENT: Begin Project 1 "Serial Series"	
February 12	LECTURE: Legibility/Readiblity IN CLASS: individual meetings, in-class work session READ: *Modern Typography*	
February 19	*PRESIDENT'S DAY — NO CLASS*	
February 26	IN CLASS: Project 1 critique READ: *The Responsive W*, *What Mascots Can Teach Us About Branding, Brand New Worlds*	
March 5	*PROJECT 1 DUE LECTURE: Responsive Typography and Branding ASSIGNMENT: Begin Project 2 READ: Principles of New Typography	
March 12	LECTURE: Modernism/New Typography READ: *The Cult of Ugly*, *Castles Made of Sand*	
March 19	*SPRING BREAK — NO CLASS*	
March 26	LECTURE: Postmodernism/Questioning Legibility IN CLASS: small group critiques, in class work time	
April 2	IN CLASS: Project 2 Critique	
April 9	*PROJECT 2 DUE LECTURE: Type in Motion ASSIGNMENT: Begin Project 3 READ: *More Light!*, *The Global Style*, *My Typographies*	
April 16	LECTURE: Questioning Postmodernism IN CLASS: individual meetings, in-class work time READ: *Designer as Author*, *Fuck Content*, *Fuck All*	
April 23	LECTURE: Designer as Author IN CLASS: in-class work time READ: *Typeface as Programme*, *WISIWIG*, *Google Fonts*	
April 30	LECTURE: Typography and Technology IN CLASS: Project 3 troubleshooting	
May 7	IN CLASS: Project 3: Critique	
May 14	*PROJECT 3 DUE* Final class: course evaluation, class wrap up	

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GRADING STANDARDS

A student's final grades and GPA are calculated using a 4.0 scale. Please note that while both are listed here, the 4.0 scale does not align mathematically with the numeric scale based on percentages of 100 points.

A [4.0; 95 – 100%]   Work of exceptional quality, which often goes beyond the stated goals of the course

A- [3.7; 90 – <95%]   Work of very high quality

B+ [3.3; 87 – <90%]   Work of high quality that indicates higher than average abilities

B [3.0; 83 – <87%]   Very good work that satisfies the goals of the course

B- [2.7; 80 – <83%]   Good work

C+ [2.3; 77 – <80%]   Above-average work

C [2.0; 73 – <77%]   Average work that indicates an understanding of the course material; passable Satisfactory completion of a course is considered to be a grade of C or higher.

C- [1.7; 70 – <73%]   Passing work but below good academic standing

D [1.0; 60 – <70%]   Below-average work that indicates a student does not fully understand the assignments; Probation level though passing for credit

F [0.0; 0 – <60%]   Failure, no credit

Grade of W
The grade of W may be issued by the Office of the Registrar to a student who officially withdraws from a course within the applicable deadline. There is no academic penalty, but the grade will appear on the student transcript. A grade of W may also be issued by an instructor to a graduate student (except at Parsons and Mannes) who has not completed course requirements nor arranged for an Incomplete.

Grade of Z
The grade of Z is issued by an instructor to a student who has not attended or not completed all required work in a course but did not officially withdraw before the withdrawal deadline. It differs from an "F," which would indicate that the student technically completed requirements but that the level of work did not qualify for a passing grade.

Grades of Incomplete
The grade of I, or temporary incomplete, may be granted to a student under unusual and extenuating circumstances, such as when the student's academic life is interrupted by a medical or personal emergency. This mark is not given automatically but only upon the student's request and at the discretion of the instructor. A Request for Incomplete form must be completed and signed by student and instructor. The time allowed for completion of the work and removal of the "I" mark will be set by the instructor with the following limitations:

Undergraduate students: Work must be completed no later than the seventh week of the following fall semester for spring or summer term incompletes and no later than the seventh week of the following spring semester for fall term incompletes. Grades of "I" not revised in the prescribed time will be recorded as a final grade of "WF" by the Office of the Registrar.

MAKING CENTER

The Making Center is a constellation of shops, labs, and open workspaces that are situated across the New School to help students express their ideas in a variety of materials and methods. We have resources to help support woodworking, metalworking, ceramics and pottery work, photography and film, textiles, printmaking, 3D printing, manual and CNC machining, and more. A staff of technicians and student workers provide expertise and maintain the different shops and labs. Safety is a primary concern, so each area has policies for access, training, and etiquette that students and faculty should be familiar with. Many areas require specific orientations or trainings before access is granted. Detailed information about the resources available, as well as schedules, trainings, and policies can be found at resources.parsons.edu.

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DIVISIONAL, PROGRAM AND CLASS POLICIES

Responsibility
Students are responsible for all assignments, even if they are absent. Late assignments, failure to complete the assignments for class discussion and/or critique, and lack of preparedness for in-class discussions, presentations and/or critiques will jeopardize your successful completion of this course.

Participation
Class participation is an essential part of class and includes: keeping up with reading, assignments, projects, contributing meaningfully to class discussions, active participation in group work, and coming to class regularly and on time.

Attendance
Parsons' attendance guidelines were developed to encourage students' success in all aspects of their academic programs. Full participation is essential to the successful completion of coursework and enhances the quality of the educational experience for all, particularly in courses where group work is integral; thus, Parsons promotes high levels of attendance. Students are expected to attend classes regularly and promptly and in compliance with the standards stated in this course syllabus.

While attendance is just one aspect of active participation, absence from a significant portion of class time may prevent the successful attainment of course objectives. A significant portion of class time is generally defined as the equivalent of three weeks, or 20%, of class time. Lateness or early departure from class may be recorded as one full absence. Students may be asked to withdraw from a course if habitual absenteeism or tardiness has a negative impact on the class environment.

Whether the course is a lecture, seminar or studio, faculty will assess each student's performance against all of the assessment criteria in determining the student's final grade.

Canvas
Use of Canvas may be an important resource for this class. Students should check it for announcements before coming to class each week.

Delays
In rare instances, I may be delayed arriving to class. If I have not arrived by the time class is scheduled to start, you must wait a minimum of thirty minutes for my arrival. In the event that I will miss class entirely, a sign will be posted at the classroom indicating your assignment for the next class meeting.

Electronic Devices
The use of electronic devices (phones, tablets, laptops, cameras, etc.) is permitted when the device is being used in relation to the course's work. All other uses are prohibited in the classroom and devices should be turned off before class starts.

Academic Honesty and Integrity
Compromising your academic integrity may lead to serious consequences, including (but not limited to) one or more of the following: failure of the assignment, failure of the course, academic warning, disciplinary probation, suspension from the university, or dismissal from the university.

Students are responsible for understanding the University's policy on academic honesty and integrity and must make use of proper citations of sources for writing papers, creating, presenting, and performing their work, taking examinations, and doing research. It is the responsibility of students to learn the procedures specific to their discipline for correctly and appropriately differentiating their own work from that of others. The full text of the policy, including adjudication procedures, is found at http://www.newschool.edu/policies/# Resources regarding what plagiarism is and how to avoid it can be found on the Learning Center's website: http://www.newschool.edu/university-learning-center/student-resources/

The New School views "academic honesty and integrity" as the duty of every member of an academic community to claim authorship for his or her own work and only for that work, and to recognize the contributions of others accurately and completely. This obligation is fundamental to the integrity of intellectual debate, and creative and academic pursuits. Academic honesty and integrity includes accurate use of quotations, as well as appropriate and explicit citation of sources in instances of paraphrasing and describing ideas, or reporting on research findings or any aspect of the work of others (including that of faculty members and other students). Academic dishonesty results from infractions of this "accurate use". The standards of academic honesty and integrity, and citation of sources, apply to all forms of academic work, including submissions of drafts of final papers or projects. All members of the University community are expected to conduct themselves in accord with the standards of academic honesty and integrity. Please see the complete policy in the Parsons Catalog.

Intellectual Property Rights: http://www.newschool.edu/policies/#

Last updated on 8/1/16