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office hours by appointment

# typography

avt215 | spring 2017 | tues/thurs 1:30–4:10 & 3:30–7:10 | AB 1022 | 4 credits

## prerequisites

AVT 104: Studio Fundamentals I and AVT 180: New Media in the Creative Arts—  
or permission of instructor with portfolio review.

## course description

Introduction to history and use of type. Reading and projects develop awareness of type as a linguistic and visual communication tool. Introduces typographic design elements, including color, hierarchy, integration with imagery, structure, and content. Fulfills general education requirement in arts.

## objectives

- Recognize the importance of proper use of typography in visual communication
- Understand the anatomy and evolution of the roman letterform
- Understand the history of printing and its contribution to graphic design
- Develop essential craft, critique and presentation skills
- Learn and apply basic layout skills in InDesign
- Understand and explore the use of grid systems

## content

AVT 215 is not a graphic software training class—students must demonstrate proficient skills in Adobe Creative Suite programs Illustrator and Photoshop by completing the AVT 180 prerequisite or passing a software test. There will be some technical demonstrations throughout the semester, and I will also be available as a resource to help with project-specific challenges. Through lecture, studio and computer lab time, students will learn typographic principles using hand rendering as well as software on the Macintosh platform. Students will develop a series of projects and exercises from initial sketches to final presentation.

## overview

Type is everywhere. The only way to avoid it is to close your eyes and even then you still might see it. During this class we will start by looking at the form and structure of letters and then combine those letters to make words, sentences and paragraphs. We will make type by hand, print type digitally, and set type to be viewed on screen. We will learn that the style, weight, size, and color of the type we choose can say just as much as the words we write with it. We will also have various exercises and demos during class to improve your skills and knowledge of the tools available to you. Finally we will talk about the anatomy of type, the history of type, and the type designers who create the type. By the end of the class you will have a strong basis in the fundamentals of typography to use in your evolving design practice.

## textbooks

### REQUIRED BOOKS

*Thinking with Type* Ellen Lupton

### RECOMMENDED BOOKS

*My Way to Typography*, Wolfgang Weingart  
*Typography: A Manual of Design*, Emil Ruder  
*The Elements of Typographic Style*, Robert  
Bringhurst

*Inside Paragraphs*, Cyrus Highsmith

*A Type Primer*, John Kane

*Thinking with Type*, Ellen Lupton

## materials

Assorted Paper

Glue Stick

Scissors

Knife & Cutting Mat

Straight Edge / Metal Ruler

Bone Folder

## attendance and participation

You must be physically, mentally and verbally present and prepared. Punctuality is of prime importance. There are few good excuses for being late to class, try and be as early as you can. Tardiness will also affect your final grade—three late arrivals equals an absence. Please come to class prepared and ready to work for the entire scheduled time. Being prepared includes having all work printed and ready to discuss. You are expected to attend all meetings of each class. Unexcused absences from three classes will result in a failing grade.

## discussion of work

You will need to take an active role in both the presentation and discussion of your work. We will review projects in a variety of ways and you are expected to be able to talk about your own work and give feedback to your peers about their work. The ability to talk about your work and other student's work is a very important part of your education at GMU. Use this class to improve on those skills too.

## grading

Your grade will depend on your attendance (20%), your participation(15%), your craft(15%), your process (25%), and the completion of all the projects by the end of the class (25%). Below is a more specific breakdown.

A - Strong design process, ability to come up with many different ways to solve a problem, excellent research, mastery of form, functionality, and craftsmanship, frequent participation in critiques and discussions, strong work ethic, focused, energetic, ability to articulate ideas, resourceful.

B - Solid, well-done work, could improve on items noted in A list, in particular, better process, more solutions, better craft and attention to detail, more class participation.

C - Does average work, fulfills assignments but not much else, frequently late, little or no class participation, not willing to re-work or refine projects.

D - Limited effort, incomplete work, lack of skill and enthusiasm, chronic tardiness and unexcused absences.

## mason core

This class fulfills a Mason Core requirement for Arts. Arts goal: Courses aim to achieve a majority of the following learning outcomes: students will be able to identify and analyze the formal elements of a particular art form using vocabulary appropriate to that form; demonstrate an understanding of the relationship between artistic technique and the expression of a work's underlying concept; analyze cultural productions using standards appropriate to the form and cultural context; analyze and interpret material or performance culture in its social, historical, and personal contexts; and engage in the artistic process, including conception, creation, and ongoing critical analysis.

## important university dates

### **MON JAN 15**

Martin Luther King Day (no classes)

### **MON JAN 22**

First day of classes; last day to submit Domicile Reclassification Application; Payment Due Date; full semester waitlists removed

### **MON JAN 29**

Last day to add classes—all individualized section forms due

Last day to drop with no tuition penalty

### **MON FEB 12**

Last day to drop with a 33% tuition penalty

### **FRI FEB 23**

Final Drop Deadline (67% tuition penalty)

### **THU MAR 1**

Immunization Record Deadline

### **MON FEB 19–FRI MAR 23**

Midterm progress reporting period (100–200 level classes)—grades available via Patriot Web

### **MON FEB 26–FRI MAR 30**

Selective Withdrawal Period (undergrad students only)

### **MON MAR 12–SUN MAR 18**

Spring Break

### **FRI MAR 23**

Incomplete work from Fall 2017 due to Instructor

### **FRI MAR 30**

Incomplete grade changes from Fall 2017 due to Registrar

### **FRI MAY 4**

Dissertation/Thesis Deadline

### **SAT MAY 5**

Last day of classes

### **MON MAY 7–TUE MAY 8**

Reading Days

### **WED MAY 9–WED MAY 16**

Exam Period (beginning at 7:30 a.m.)

### **FRI MAY 18**

Commencement

### **SAT MAY 19**

Degree Conferral Date

## artsbus credit and policies

You are responsible for knowing and following Artsbus policies and rules. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for important information regarding ArtsBus policy. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment. \* If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300\* Non-AVT majors taking art classes do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

**ArtsBus dates for Spring 2018: FEBRUARY 24, MARCH 24, APRIL 14**

## visual voices lecture series spring 2018

Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater: <http://soa.gmu.edu/visualvoices/>

**JANUARY 24** – Brian Noyes

**FEBRUARY 1** – Teresa Jaynes

**FEBRUARY 22** – Sharif Bey

**MARCH 1** – Juliet Bellow

**MARCH 8** – John Henry

## students with disabilities and learning differences

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide your instructor with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

## cell phones

School of Art Policies in accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

### **commitment to diversity**

This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

### **statement on ethics in teaching and practicing art and design**

As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

### **open studio hours**

SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

### **official communications via gmu e-mail**

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

### **attendance policies**

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

## **honor code**

Students in this class are bound by the Honor Code, and are responsible knowing the rules, as stated on the George Mason University website's Academic Integrity page (<http://oai.gmu.edu/the-mason-honor-code-2/>). "To promote a stronger sense of mutual responsibility, trust, and fairness among all members of the Mason community, and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code: *Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.* Mason's Commitment: To create an environment that is innovative, diverse, entrepreneurial, and accessible-helping you avoid accidental or intentional violations of the Honor Code."

## **writing center**

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis. The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit [ittraining.gmu.edu](http://ittraining.gmu.edu) to see the schedule of workshops and to sign up.