

Robert Binghurst
Introduction to Letterletter in:
Letterletter by Gerrit Noordzij
(Amsterdam 2003)

“Typography is cooked, dehydrated writing, which in turn is cooked dehydrated speech. Language twice preserved, it seems, can go prodigious distances.”

Objectives

This course provides an opportunity to build a visual awareness of letter forms and their composition in space. Participants will gain an understanding of the material properties of type, of how typography helps readers navigate a text, how type can serve as an expressive tool, and how typography fits into a broader political and economic history.

Projects

1. *Typesetting, 4 ways*
Traditional book page organizing systems (Secret cannon) in four different technological frames. Letterpress, Photo-lettering, Digital composition, and HTML/CSS mark-up for screen2
2. *Type in the Environment*
Looking, collecting and cataloging and drawing type from the city-scape
3. *Grid*
Grid as organizing system
4. *Re-setting*
With the skills learned to date, re-set a previously composed project
5. *Comparative/Hybrid History*
Compare, contrast and formally hybridize two moments in typographic history

Course Schedule

Important Dates

January 20
Last day of the official add/drop period.

February 1
Last day to drop a class for a possible refund. (See *General Information*, chapter 4)

April 11–13, 16–20
Academic Advising.

April 16–27
Summer/Fall 2011 registration.

May 4
Last class day.

May 9–12, 14–15
Final Exams.

May 19
Commencement.

01	TUES JAN 17 THU JAN 19	Introduction to semester; prepare Project 1a (Letterpress) Project 1a (Letterpress); Project 2 (Type in the Environment)
02	TUES JAN 24 THU JAN 26	<i>David out of town</i> Project 1a (Letterpress); Project 2 (Type in the Environment)
03	TUES JAN 31 THU FEB 02	Project 1a (Letterpress); Project 2 (Type in the Environment) Project 1a (Letterpress); Project 2 (Type in the Environment)
04	TUES FEB 07 THU FEB 09	Project 2 crit ; Spacing workshop; Project 1b (Photo-type) Project 1c (Digital)
05	TUES FEB 14 THU FEB 16	Project 1c (Digital) Project 1c crit ; Project 1d (HTML/CSS)
06	TUES FEB 21 THU FEB 23	Project 1d (HTML/CSS) Project 1d crit ; Project 3 (Grid)
07	TUES FEB 28 THU MAR 01	Project 3 (Grid) Project 3 (Grid)
08	TUES MAR 06 THU MAR 08	Project 3 (Grid) Project 3 (Grid)
	MAR 13 & 15	SPRING BREAK HOLIDAY
09	TUES MAR 20 THU MAR 22	Field trip to HRC Project 4 (Resetting)
10	TUES MAR 27 THU MAR 29	Project 5a (Master copy) Project 5a (Master copy)
11	TUES APR 03 THU APR 05	Project 5b (Hybrid history) Project 5b (Hybrid history)
12	TUES APR 10 THU APR 12	Project 5b (Hybrid history); Project 5 process crit Project 5b (Hybrid history)
13	TUES APR 17 THU APR 19	Project 5b (Hybrid history) Project 5 Final Presentations
14	APR 23–27	Performance Review prep week
15	APR 30–MAY 04	Performance Review week

Readings

Bain, Peter. "Display phototype in New York: folks, firms and fonts." *Hidden Typography*, Friends of St Bride Printing Library second annual conference 20 & 21 October 2003. St Brides Library, London.

Carter, Harry. *A View of Early Typography, up to about 1600*. London: Hyphen Press, 2002.

Dixon, Catherine. "Describing typeforms: a designer's response." *InfoDesign: Brazilian Journal of Information Design* 5, no. 2 (December 2008): 21–35.

Hochuli, Jost. *Detail In Typography*. London: Hyphen Press, 2005.

Kinross, Robin. *Modern Typography, an essay in critical history*. 2nd ed. London: Hyphen Press, 2004.

Noordzij, Gerrit. *The Stroke: Theory of Writing*. Translated by Peter Enneson. London: Hyphen Press, 2005.

Smeijers, Fred. *Counterpunch, making type in the sixteenth century, designing typefaces now*. London: Hyphen Press, 1996.

Tchichold, Jan. "Consequences of Tight Typesetting." 1956. In *The Form of the Book, Essays on the Morality of Good Design*, translated by Hajo Hader. Vancouver, Canada: Hartley & Marks, 1991.

Tchichold, Jan. "On Leading." 1940. In *The Form of the Book, Essays on the Morality of Good Design*, translated by Hajo Hader. Vancouver, Canada: Hartley & Marks, 1991.

Vanderbilt, Tom. "Courier, Dispatched: How the U.S. State Department put the kibosh on the typewriter font." *Slate Magazine*, February 20, 2004. <http://www.slate.com/id/2095809/>.

additional reading will include various handouts during the semester

Materials

Adhering

white artist's tape
removable low-tack clear tape
re-positionable glue stick
Studio-Tac adhesive sheets
burnishers (bone folder or blue plastic or roller)

Cutting

X-acto knife and box of #11 blades
scissors
cutting mat, minimum 11 × 17"

Measuring

metal ruler 18" with inches and centimeters, cork back
30/60/90 degree triangle 12" metal, or plastic with metal edge
metal T-square 24", non-ruler, bevelled edged
Schaedler precision ruler(s)
adjustable compass with pencil attachment

Mark-making

assortment of pencils from 5H (hard) to 6B (soft)
mechanical pencil and HB leads
assortment of colored pencils
Mars white plastic eraser
Sharpie black pen, or other permanent broad tipped marker(s)

Substrates

sketch/notebook
8½ × 11" bond paper for sketching and paste-ups
tracing paper pad
newsprint pad
folder, to hold sheets listed above

Prerequisites

Design 310 and 311J with a grade of at least C in each, or written consent of the design faculty.

Attendance

Attendance and participation in all classes, group critiques, and individual meetings is very important. However, three absences will be excused. Each absence, for any reason, beyond three will result in a reduction in the final grade by $\frac{1}{2}$ a letter grade. It is suggested that you save your three excused absences for times when they are actually needed. Students are allowed to be late 3 times (15 minutes or less). Each late arrival beyond three, for any reason, will count as an absence. Attendance will be taken at the beginning of class. If you are late to class, it is your responsibility to notify the instructor of your arrival and to verify that they have changed the absence mark to a late arrival in the attendance record. All late work will drop one full grade for each class day it is late. All late projects must be turned in during class time. Some projects (such as site specific work) may require more stringent attendance and grading policies. An incomplete will be given only in rare cases, and for non-academic reasons.

A student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible (14 days), so that arrangements can be made to complete an assignment within a reasonable time after the absence.

Lockers

If you wish to have a locker (in the hallways), please, 1) Obtain a lock; 2) Get a Locker Agreement form from the desl proctor on duty, show them your lock; 3) Choose a locker and put your lock on it; 4) Fill out the form. 5) Return the form to the desl proctor by September 15th.

Grade definitions

A 100–90 points	<i>Excellent.</i> Surprise yourself and the instructor; prolific work ethic; conceptual precision; investigative agility; honed and refined material resolution.
B 89–80 points	<i>Very Good.</i> Strong development and dedication; prolific work ethic; clear intentions; rigorous development; quality material resolution.
C 79–70 points	<i>Average.</i> Complete work; solid work ethic; predictable development; fair material resolution.
D 69–60 points	<i>Pass.</i> Complete work; poor work ethic; preconceived intentions; unresolved material resolution.
F 59–00 points	<i>Failure.</i> Insufficient work and commitment to the requirements of the studio.

Additional policy information can be found online at: <http://www.utexas.edu/student/registrar/grades/>

Remember plus/minus grades are now in effect for both graduate and undergraduate courses with the Fall 2010 semester.

A (4.00)	B+ (3.33)	C+ (2.33)	D+ (1.33)	F (0.00)
A– (3.67)	B (3.00)	C (2.00)	D (1.00)	
	B– (2.67)	C– (1.67)	D– (.67)	

Grade distribution

Project 2 & 4	10% each
Project 1	20%
Project 3	20%
Project 5	20%
Overall rigor and participation	20%

Accessibility

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259 or via <http://www.utexas.edu/diversity/ddce/ssd/>

Academic Integrity

According to the General Information catalog, “the value of a university degree depends on the absolute integrity of the work done by each student for that degree, a student should maintain a high standard of individual honor in his or her scholastic work” (page 98). Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

Miscellaneous

With the exception of the grade and attendance policies, parts of this syllabus are subject to change with advance notice, as deemed appropriate by the instructor. The Design Faculty have many other commitments to the University in addition to their teaching responsibilities. The faculty are available to you during class hours every week as well as during posted office hours. You should try to conduct your class business during these regularly scheduled hours. Arrangement to meet with faculty outside of these hours should occur only in unusual circumstances.

Use of E-Mail for Official Correspondence

Email is recognized as an official mode of university correspondence; therefore, you are responsible for reading your email for university and course-related information and announcements. You are responsible to keep the university informed about changes to your e-mail address. You should check your e-mail regularly and frequently—I recommend daily, but at minimum twice a week—to stay current with university-related communications, some of which may be time-critical. You can find UT Austin’s policies and instructions for updating your e-mail address at <http://www.utexas.edu/its/policies/emailnotify.php>.

Behavior Concerns Advice Line (BCAL)

If you are worried about someone who is acting differently, you may use the Behavior Concerns Advice Line to discuss by phone your concerns about another individual’s behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.

Emergency Evacuation Policy

Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a fire alarm is activated or an announcement is made. Please be aware of the following policies regarding evacuation: (1) Familiarize yourself with all exit doors of the classroom and the building. Remember that the nearest exit door may not be the one you used when you entered the building. (2) If you require assistance to evacuate, inform me in writing during the first week of class. (3) In the event of an evacuation, follow my instructions or those of class instructors. (4) Do not re-enter a building unless you’re given instructions by the Austin Fire Department, the UT Austin Police Department, or the Fire Prevention Services office.

Q drop Policy

The State of Texas has enacted a law that limits the number of course drops for academic reasons to 6. As stated in Senate Bill 1231:

“Beginning with the Fall 2007 academic term, an institution of higher education may not permit an undergraduate student a total of more than six dropped courses, including any course a transfer student has dropped at another institution of higher education, unless the student shows good cause for dropping more than that number.”

University of Texas Honor Code

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

Resources for Learning & Life at UT Austin

The University of Texas has numerous resources for students to provide assistance and support for your learning. The UT Learning Center: <http://www.utexas.edu/student/utlc/>
Undergraduate Writing Center: <http://uwc.utexas.edu/>
Counseling & Mental Health Center: <http://cmhc.utexas.edu/>
Career Exploration Center: <http://www.utexas.edu/student/careercenter/>
Student Emergency Services: <http://deanofstudents.utexas.edu/emergency/>