

ART 2354:002

Typography

SPRING 2013 | FA 357
MW: 11:00AM TO 1:50PM

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ART 2354.002: Typography

THE UNIVERSITY OF TEXAS AT ARLINGTON | DEPARTMENT OF ART + ART HISTORY | SPRING 2013

I acknowledge that I have read the syllabus and that the syllabus is subject to change as the semester progresses.

Print Name

Signature

Date

contact

instructor: Gladys Chow
e-mail: chow@uta.edu
office: FA 379A
office hours: TH 10:00am-11:00am

You may contact me at any time via email, and I will attempt to get back to you as quickly as I can. If you email me over the weekend, expect a longer reply time than during the work week.

CATALOGUE DESCRIPTION: ART 2354 TYPOGRAPHY

Three credit hours. Creative problem solving using basic elements of visual communication with an introduction to typography, composition, and materials. Prerequisite: ART 2304 or premission of the instructor.

learning objectives

- learn to analyze and observe the characteristics of typography
- practice analytical skills and use of design principles to find solutions to visual problems
- practice using tools and functions in design software
- use principles of grid systems to lay out typographic and graphical elements
- develop an understanding of hierarchy, grid and typography
- observe, research and analyze design trends and publications

NOTE: The instructor reserves the right to revise the syllabus and project evaluation criteria at any time as the class progresses. Students will be given reasonable notification and justification of any changes.

supplies

REQUIRED TEXT

Thinking With Type by Ellen Lupton

STORAGE

a usb flash drive, 4GB or higher recommended

TOOLS

an exacto knife, with replacement blades
cutting mat, self-healing
a ruler (cork back), at least 18" recommended
adhesive: eg. PMA mounting adhesive sheets or roll,
glue stick, rubber cement (don't get spray fix)*
pencils, pens, markers, erasers, drawing supplies

OTHER

sketchbook / paper for sketching
tracing paper
foam core sheets (black / white)
custom paper (clampitt & neenah)
3-ring binder, at least 1.5" recommended
a CD to turn in digital work at the end of the semester

Additional supplies as needed for projects. Please be prepared to bring necessary supplies to work in class.

*NO SPRAY ADHESIVE IN THE FINE ARTS BUILDING

Please be aware that spray mount, or any other aerosol paint, finish or fixative is not allowed in the Fine Arts Building, including the outdoor balconies.

class structure

The structure of the class include lectures, demonstrations, exercises, readings, research, projects, discussions, critiques, and in/outside class studio activities.

Student grades are determined from projects, exercises, readings, and other assigned activities to be completed in and/or outside of class studio hours. Some activities are required to be completed during class times only. In addition to the time attending and working in class, students should expect to spend at least an additional 10-15 hours of their own time working on course-related activities (eg. researching, sketching, concept development, assignments, software training, reading, revising projects, etc.).

Students should come to class prepared with materials, supplies, research, sketches, and applicable resources. Participation in class discussions, project critiques, and general effort will affect your grade. Unprepared, late to class, and/or non-participating students will received a reduced grade when applicable.

computer labs

There are various computer labs available on campus, please check ahead of time of the operating hours. Some labs will require you to swipe your MavExpress card and input a pin number to enter.

To check your pin number, please view:
<https://webapps.uta.edu/oit/selfservice/>

For more information on printing, please view:
<http://www.uta.edu/oit/cs/computerlabs/printing.php>

projects

In addition to exercises, assignments, and other class-related activities, there will be several projects scheduled throughout the semester that will be given a timeline of approximately two weeks to complete. Projects will be due on scheduled dates. Each project will include an introduction, expectations, and requirements. An in-class critique will take place after the completion of an assigned project. A process book** that includes your sketches, ideas, and research is also required to be handed in with your project. Grades will be presented after each project, and projects will be returned in class.

The **process book is a three-ring binder that is handed in with each project that shows the research, inspiration, and concept development of your design solution. Please have the following categories, separated with tabs, in your process book:

1. Research: include written and visual content that is relevant to the project and the design brief.
2. Inspiration: include inspirational images and ideas gathered from publications, online, design journals, and other resources.
3. Concept Development: include thumbnails, sketches, roughs, experimentations, digital process prints, etc.

PROJECT ACTIVITY***

1. Type as Pattern (1 week)
2. Descriptive Words (2 weeks)
3. Cause Postcard (2 weeks)
4. Typeface Poster Series (2 weeks)
5. Publication (3 weeks)
6. Logotype (2 weeks)

***projects/assigned activities can change or be added to as the semester progresses

evaluation criteria

Points earned for projects, exercises, and assignments are evaluated by the criteria below. Performance percentages are will be determined from the student's total earned points divided by the project's total available points.

Not all projects are worth the same point values. Points available to be earned from any project are based on scope of project. **Late work will not be accepted or evaluated.**

PERFORMANCE LEVELS

EXCELLENT	A	90–100
GOOD	B	80–89
AVERAGE	C	70–79
WEAK	D	60–69
UNACCEPTABLE	F	0–59

COMPLETION 20%
meet requirements, neat, refined, craft, effort, participation

CONCEPT 20%
high level of thinking/development, innovative ideas

DESIGN 20%
use of design theories, accessible, typesetting, layout

VISUAL 20%
appealing, strong aesthetics

PROCESS 20%
sketches, research, inspiration, prepared and staying on task

PROJECT EVALUATION CRITERIA DETAILS

COMPLETION 20%

If you followed the **guidelines** for the project and have a high level of **craft** you will earn these points. The finished project implements technical skills for completion and is neat, clean, and has a **professional quality**. Completion also includes your demonstrated **effort** put forth in project, such as your involvement in the project development, seeking improvements, working on revisions, and participation in critiques.

CONCEPT 20%

An exceptional idea or concept can be judged on whether or not it is **relevant** to the particular problem or project given. If the concept is **innovative (fresh, unique)**, that will also contribute to a high score. **Strength** of concept is determined by how well the concept shows through the work. A strong concept/solution demonstrates creative and original thinking that communicates the intended message to the viewer.

DESIGN 20%

Design is paramount in typography. Exceptional design relates to following established design principles. These include the following concerns: Is the design **accessible or useable**? Is it designed in the most **efficient** way, or could it be simplified to have a greater impact? Can the user/audience **interact** with the piece? Do your **typographic choices** make sense, and is the typography set well (kerning, line spacing, etc.)? Are the typographic and graphical elements laid out in a unique way? Overall, a successful work demonstrates that the student understands and uses design and compositional strategies.

VISUAL 20%

Exceptional visuals mean that this project is **eye-catching and interesting**. Someone looking at the project without any prior knowledge would still find it to be **appealing aesthetically**. Visuals can be affected by a number of different criteria including, but not limited to color, value, and composition.

PROCESS 20%

Process includes the **research** component of your project. Exceptional process includes multiple examples of **designers and work that inspires you**, any **notes** on the topics you're researching, as well as any **sketches and process proofs** you might have. Coming to class **prepared** and staying on task during work days also affects this score.

course calendar

NOTE: The instructor reserves the right to revise the syllabus at any time as the class progresses. Students will be given reasonable notification and justification of any changes.

01.14 WELCOME!

INTRO	Syllabus
PRESENTATION	Gestalt
EXERCISE	Human Gestalt Activity
PROJECT	Overview of projects
REMINDER	Read syllabus and return signed form

01.21

NO CLASS	Martin Luther King Jr. Day holiday
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01.28

PRESENTATION	Student presentations on typographers
EXERCISE	Letter + Number
TRAINING	InDesign

02.04

TRAINING	InDesign
PROJECT	Type as Pattern

attendance policy

For each unexcused absence after 3, your final class grade will drop by 10%. Tardy is considered 10 minutes late to class time, and 2 tardies will equal one absence.

01.16

SPRINT	The Letter A
PRESENTATION	Intro to typography
EXERCISE	Type anatomy
TRAINING	InDesign
EXERCISE	Permutations

01.23

SPRINT	Ligatures
PRESENTATION	Intro to typography (continued)
EXERCISE	Fictional type
TRAINING	InDesign

01.30

PRESENTATION	Student presentations on typographers
TRAINING	InDesign
DEMO	Mounting work for presentation
PROJECT	Intro: Type as Pattern *due 02.06

02.06

CLASS CRITIQUE

PROJECT DUE	Type as Pattern
TRAINING	Illustrator
PROJECT	Intro: Descriptive Words *due 02.20

02.11 READING DUE

PROJECT Descriptive Words
READING DUE Thinking with Type: Letter section

02.18

PROJECT Descriptive Words

02.25

PROJECT Cause Postcard
PRESENTATION Grids
TRAINING InDesign

03.04

PROJECT Cause Postcard

03.11 SPRING BREAK

03.18 READING DUE

SPRINT TBD
PRESENTATION Grids
PROJECT Typeface Poster Series
READING DUE Thinking with Type: Text section

03.25

PROJECT Typeface Poster Series

02.13

PROJECT Descriptive Words

02.20 CLASS CRITIQUE

PROJECT DUE Descriptive Words
PROJECT Intro: Cause Postcard *due 03.06

02.27

PROJECT Cause Postcard
PRESENTATION Grids
TRAINING InDesign

03.06

CLASS CRITIQUE
PROJECT DUE Cause Postcard
PROJECT Intro: Typeface Poster Series *due 03.27

03.13 SPRING BREAK

03.20

PROJECT Typeface Poster Series
TRAINING InDesign

03.27

CLASS CRITIQUE
PROJECT DUE Typeface Poster Series
PROJECT Intro: Publication

RECOMMENDED TYPEFACES (TO START WITH)

Aller
Arial
Baskerville
Century
Century Gothic
Cochin
Didot
Frutiger
Futura
Garamond
Georgia
Gill Sans
Helvetica
Letter Gothic
Lucida Grande
Minion Pro
Monaco
Optima
Palatino
Times New Roman
Trebuchet MS
Verdana

04.01

PROJECT
TRAINING

Publication
InDesign

04.08

READING DUE

PROJECT
TRAINING

Publication
InDesign

READING DUE

Thinking with Type: Grid section

04.15

PROJECT

Publication

04.22

PROJECT
TRAINING

Logotype
Illustrator

04.29

PROJECT

Logotype

04.03

PROJECT
TRAINING

Publication
InDesign

04.10

PROJECT
TRAINING

Publication
InDesign

04.17

CLASS CRITIQUE

PROJECT DUE
PROJECT

Publication
Intro: Logotype

04.24

PROJECT
TRAINING

Logotype
Illustrator

05.01

LAST DAY OF CLASS!

PROJECT DUE

Logotype

SAVE AND BACK UP YOUR WORK! *It is strongly recommended to save and back up your digital work in multiple locations. It is each individual student's responsibility to keep current copies of their work. Data loss is not an excuse for late work.*

IN CLASS TIME: Silence cell phones during class. No social media during class time unless required for project. Break taking is up to you, but excessive break taking will get you a tardy.

FINAL GRADES AND ASSESSMENT – *Your final grade will be determined by the total earned points divided by total available points. If additional activities are made to the syllabus, the instructor will provide the value of the activity corresponding to the final grade.*

NOTE: The instructor reserves the right to revise the syllabus at any time as the class progresses. Students will be given reasonable notification and justification of any changes.

required items

E-CULTURE POLICY – *The University of Texas at Arlington has adopted the University email address as an official means of communication with students. Through the use of email, UT-Arlington is able to provide students with relevant and timely information, designed to facilitate student success. In particular, important information concerning registration, financial aid, payment of bills, and graduation may be sent to students through email. All students are assigned an email account and information about activating and using it is available at www.uta.edu/email. New students (first semester at UTA) are able to activate their email account 24 hours after registering for courses. There is no additional charge to students for using this account, and it remains active as long as a student is enrolled at UT-Arlington. Students are responsible for checking their email regularly.*

ACADEMIC INTEGRITY – *It is the philosophy of The University of Texas at Arlington that academic dishonesty is completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University. “Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to an other person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.” (Regents’ Rules and Regulations, Series 50101, Section 2.2)*

STUDENT SUPPORT SERVICES AVAILABLE – *The University of Texas at Arlington supports a variety of student success programs to help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally, or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals.*

AMERICANS WITH DISABILITIES ACT – *The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 -The Rehabilitation Act of 1973 as amended. With the passage of federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens. As a faculty member, I am required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at www.uta.edu/disability. Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.*

required items

DROP POLICY – *From the first day of classes through the late registration period (also called add/drop), students can add, drop and swap classes through self-service in MyMav. However, after the late registration period, the student must see his/her undergraduate advisor in his/her major department to drop a class or fully withdraw from classes. Undeclared students must see an advisor in the University Advising Center. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Financial Aid and Scholarships office.*

STUDENT GRIEVANCE PROCEDURES

- 1 *Contact faculty member in writing (not email) to set up a meeting. The office staff can help accommodate that communication (FAB 335).*
- 2 *If after the meeting the problem is not resolved, both faculty and student attend a meeting with the department chair together to resolve the issue.*
- 3 *If at that point the problem is not resolved, Departments Grievance Committee will review it.*
- 4 *All resolutions will adhere to university policies.*

NOTE: The instructor reserves the right to revise the syllabus and project evaluation criteria at any time as the class progresses. Students will be given reasonable notification and justification of any changes.

inspirational resources

ART | DESIGN | COOL STUFF

ffffound.com
first-stop.org
netdiver.net
caroleguevin.com
typarchive.com
friendsoftype.com
designcrushblog.com
betterlivingthroughdesign.com
butdoesitfloat.com
thecoolhunter.net
swiss-miss.com
blog.drawn.ca
thefoxisblack.com
aqua-velvet.com
formfiftyfive.com
coverjunkie.com
fubiz.net
thisiscolossal.com
booooooom.com
brainpickings.org
kottke.org
designobserver.com
aiga.org
aigadfw.org
designarchives.aiga.org
theblanksheetproject.com
dandad.org
blogs.adobe.com/typblography
smashingmagazine.com
good.is

GRIDS

thegridsystem.org/
960.gs/

TYPOGRAPHY SPECIFIC

ilovetypography.com
welovetypography.com
letterpress.dwolske.com
ms-studio.com/
beautifultype.net
typeculture.com
fontsqquirrel.com
myfonts.com

FILMS

helvetica
objectified
the external world

PUBLICATIONS

Typoholic: Material Type in Design, Viction Workshop
Type Player II, Sandu Publishing
The 3D Type Book, FL@33, Tomi Vollauschek, Agathe Jacuillat
Typographic Systems of Design, Kimberly Elam
Grid Systems: Principles of Organizing Type, Kimberly Elam
Making and Breaking the Grid: A Graphic Design Layout Workshop, Timothy Samara
Type Addicted, viction:ary

Communication Arts

Print
HOW
CMYK