

**Art 202:**

# Typography I

Fall 2013

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Office Hours: Mondays and Wednesdays 3:30-4:30, by appointment only (through email).

## **Course Description**

Introduction to fundamentals of typography and the study of letterforms: history of the modern alphabet, type classification, effects of printing technology (i.e. letterpress) on typography, drawing letterforms, constructing letterforms, designing a page with type.

RESTRICTIONS: Open to BFA VC Majors Only.

## **Learning Objectives**

This course is designed to provide you with the opportunity learn how to:

1. prepare, construct and present materials for critique, exhibiting knowledge of paper technology, (cutting, scoring, folding, binding).
2. apply a model of the creative process in completing design projects, resulting in multiple forms of conceptualization, experimentation and visual communication.
3. demonstrate knowledge of typography's history, specifically letterpress, in relation to the development of the modern roman alphabet, including the 'anatomy' of a typeface.
4. use the VC Lexicon to critique their own work and the work of other students.
5. demonstrate skills in page layout with and without the computer, (including setting large paragraphs of text, an understanding of grids, hierarchy, typeface selection, line length, weight, point size and leading), to achieve effective communication of an idea and maximum readability.
6. recognize and compare significant classifications of typefaces, (i.e. Modern, Gothic, Transitional, Humanist), how to identify typefaces according to this classification system, and how to render select typefaces by hand.

## **Course Textbooks:**

1. [A Type Primer](#) by John Kane.
2. [Shapes for Sounds](#) by Timothy Donaldson

## **Course Website / Sakai**

<https://sakai.udel.edu/portal> (you must log-in with your Udel ID and password)

This Sakai website will be the "course website" for this course. It will be used for distribution of assignments, course schedule, posting announcements, web links and grades. Bookmark this website and check it often.

## **Additional Course Resources**

<http://www.thinkingwithtype.com/>

<http://designhistory.org/>

### **Creative Process**

Your own motivation is what will make you successful in this class. Creativity is a process-oriented endeavor; it is a lifestyle that requires a commitment of time. If you desire to make a living doing a design-related activity then you must understand and embrace your own method of creative practice. Being creative is not something that you make time for, or pencil into your schedule to do between certain hours. Creativity is a lifelong pursuit that takes dedication, awareness and a truly open mind. This is one of the things this class is intended to help you learn.

### **Participation and Professionalism**

I expect a lot of Participation in class from all of you. This includes contributing to class discussions, group work, attendance, promptness and work in class. You are also expected to participate professionally in field trips by being prepared, responsible, and behaving appropriately on and off campus.

### **Field Trips**

All field trips associated with this class are optional yet strongly recommended.

### **Attire**

I expect you to Wear Proper Attire when attending class meetings. This also pertains to field trips and other events organized by Visual Communications faculty. If you are wearing clothing that makes others feel uncomfortable, you are not wearing proper attire. You are not permitted to wear clothing that is intended to be worn while sleeping or exercising, (i.e. no sweat pants).

### **Course Schedule**

I use iCal for the course calendar. If you wish to subscribe to this calendar, the link will be provided through Sakai. This schedule will also be available as html through Sakai.

### **Attendance**

This class meets Mondays and Wednesdays from 9:05-11:00am (Section 10), and 11:15am-1:10pm (Section 11). Do not be late and expect to stay the entire class period. You are allowed to be late twice this semester, every other tardiness will reduce your final grade by 10 points (see grade scale). "Late" is defined as more than 10 minutes from the start of the class period. You are allowed 2 unexcused absences. Three unexcused absences will reduce your final grade by 1 letter grade. Every additional unexcused absence will cause your final grade to drop an additional letter grade. Notifying the Professor prior to or following a missed class does not constitute an excused absence, however it is courteous.

If you miss class, you are required to do the following:

1. Obtain information about the content of the course meeting from a fellow student.
2. Turn in assignments due within 24 hours of the class period you missed to my attention, in the Art Department main office: 104 Recitation Hall.
3. Accept that any potential points earned during the class you miss are forfeited.

Additional meeting requests will not be accommodated if you miss class due to an unexcused absence.

Excused absences require a written note from a physician, including all of the following:

1. Physician's full name, phone number, and best hours to call
2. Physician's signature
3. Your full name
4. Date of absence
5. Reason for absence

It is your responsibility to be aware of the University's Attendance Policies, available here:

<http://www.art-sci.udel.edu/uas/ExcusedAbsences/tabid/956/Default.aspx>

## Supplies and Materials

The required supplies and materials for this class are listed on the Typography 1 Supplies and Materials List which was emailed to you. You must obtain these materials in time to do the assignments. It is best to purchase everything on the list before the second class meeting.

## Structure

See the Course Schedule for specific due dates and events. In addition to the book chapters, readings will be assigned throughout the semester. You are required to read the texts and be prepared to discuss them at the next class meeting. I will also post web links to the course website that you are required to review prior to the next class meeting. These are for inspiration and provide additional information about the assignments and course content.

Follow the Course Schedule closely to be prepared for class. You will be notified through email (from Sakai) of any schedule changes at least 24 hours in advance.

**Workshop (WS):** Whenever a “Workshop” is listed on the course schedule, you must bring your Materials to class. A Workshop is an in-class work period. Bring materials: minimum = #11 Exacto knife and un-used blades, cutting mat, metal ruler, sketchbook. You will be notified of additional required materials 24 hours in advance.

**Review\* (R):** This is an informal critique of work-in-progress. You are required to bring your work in a format that is suitable to be shared with the entire class. Work in sketchbooks is not allowed.

**Critique\* (C):** You are required to bring the assignment to be critiqued, according to the specifications of the assignment as it is due, (meaning: correct medium, size, colors, and quantity). There may not be enough time in the class period to critique everyone’s work, so it is your responsibility to attain the information you need to move your project forward. This may be through the critique of other students’ work, or through your own proactive behaviors during critique.

\* Note: Either the Course Schedule or Email will indicate if the review or critique will be of Digital (D) or Printed (P) work. Digital review or critique requires that you bring your work on a flash drive, (which is a required material for the class). You must have your digital files ready at the start of class, and all files must be named according to the following specifications:

Lastname-Firstname-AssignmentAcronym.extension  
(For example: Pigford-Ashley-GTBT.jpg)  
Acceptable file formats: JPG and PDF only.

## Critical Response

With each assignment, you are required to hand-in a written, critical response to the assignment. This is to be a written response to the critique. Failure to turn in a Critical Response when the assignment is due will constitute a failure for the assignment.

- In separate paragraphs, describe the following: (1) the issues about your project that were discussed, (2) what changes you implemented to your project following the critique, and (3) How your project fails and/or succeeds according to the assignment.
- No more than 1 page of text, typeset in 12 point helvetica regular/roman, double-spaced.
- Include your name
- Due with every assignment
- If your individual work was not discussed in critique, you must critique your own work based on the class discussion and complete the critical response as specified.

## **Individual Assignments**

Assignments are due at the start of the class period of the due date. Assignments will be distributed electronically through the course website. You are required to thoroughly read through the assignments prior to the class period scheduled for the assignment (see schedule). Assignments may overlap throughout the semester. It is your responsibility to keep track of your own schedule and come prepared for class. You must write your full name on the back of your work before you turn it in, (and before the start of the class period it is due). Failure to do so will result in an “F” for the assignment, (zero points).

## **Quizzes**

There will be many quizzes on the content of the textbooks assigned to this class. Please make sure that you provide official notification if you require more than the allotted time to complete a quiz.

## **Documenting Your Work**

As the final assignment for the course, you are required to accurately and sufficiently document all final projects you produce for this course and turn this in on a physical disc. There is a setup (camera mount and lights) in Taylor Hall for you to photograph your work.

All Discs (Macintosh formatted CD-R or DVD-R) must be labeled exactly this way (on the actual disc) in order for you to receive credit for the assignment:

- Your Name (First and Last)
- Title of the Assignment
- Semester and Year (i.e. “Fall 2013”)

Place the disc in a protective case, do not design the case. A standard “jewel case” is highly recommended. Do yourself a favor and buy 50 DVD-Rs and jewel cases in the beginning of the semester and standardize this process.

All digital files must be in the following formats:

- InDesign: Export as a pdf, all fonts embedded, “high-quality print”
- Illustrator: Save as a pdf, all fonts embedded, “high-quality print”
- Photoshop: Save as a .tiff file (do not export/save for web as jpeg!)
- Flash: Publish as a .swf file
- iMovie, After Effects, Final Cut Pro: Export as a Quicktime Movie, h264 compression
- html (websites): Put entire folder structure (root folder) on disc

## **Safety**

Pay attention to safety in the building and throughout campus. Be careful working here at night, and during the day. Report any unusual behavior, or persons wandering about. Being in the building alone is not allowed, by anyone. Do not work in the building alone, or walk home late at night alone. To arrange for a walking escort on campus call Public Safety at 831-2222, or use one of the 200 blue light emergency phones. These are not just for emergencies. For Access to the Building past 10pm, call Public Safety at 831-2222. You will all be on a list that they have allowing you access to the building at all times.

## **Studio Access and Use**

Room 004 in Recitation Hall is available for you to use as a studio, according to the open hours of the building. Storage is provided on a first-come first-served basis. Materials left in the studio are at your own risk, please keep the door locked when no one is in the room working. Do not let strangers into the room, or the building.

## **Mac Lab**

Please respect the lab and the people who work there. This facility is not managed by the Art department. As you know, use of the Mac Lab can be problematic when many students are trying to print at the same time. If you are planning to print, please try to reserve time. You need manage your time professionally.

**Raven Press**

Raven Press is a laboratory space for use by trained students. You are not allowed to use the press at any time outside of the time you are assigned. You will be provided with proper training on the press, and you are responsible for taking care of the press and cleaning up after yourself.

**Student Multimedia Design Center**

If you do not already use the SMDC in the library, you must attend one an orientation meetings. Meeting times are listed on the SMDC website: <http://www2.lib.udel.edu/usered/workshops/current.htm> or call: (302) 831-2432. Some course meetings will be held in Classroom B in the SMDC. See Course Schedule for these dates.

**Grading**

Your Final Grade will be calculated according to the following point scale, and stipulated in Assignments:

<u>Point Value</u>	<u>Assignment</u>
<b>0</b>	<b>Failure to turn in assignment on due date or according to specifications.</b>
<b>1</b>	<b>Below Average Effort and/or Performance</b>
<b>3</b>	<b>Average Amount of Effort and Performance</b>
<b>5</b>	<b>Extraordinary Amount of Effort and Performance</b>

A final grade of C or above is required for Visual Communications degree candidates. If you receive a grade lower than a C, you will not qualify for advancement in the Visual Communications Program. Final letter grades will be determined according to the University of Delaware's Official Grade Scale.

## Letter Grade Descriptions

The following Letter Grade Descriptions detail the criteria for earning grades. Plus and minus grades fall between the straight letter grades in achievement. To receive a grade of C or better on any assignment, it must be turned in on time unless a PRIOR arrangement has been made or there is an emergency situation.

**A** Outstanding work relative to the level necessary to meet course requirements. This work goes FAR beyond completing the requirements of the assignment and shows unusual mastery of the skills and innovative and creative thinking.

**B** Significantly above the level necessary to meet course requirements. A “B” is a very good grade, but not outstanding.

**C** **Average achievement that meets the course requirements in every respect, but does not go beyond. A “C” is an average grade, meaning you did not succeed beyond the average effort of your classmates.**

**D** Worthy of some credit even though it fails to fully meet the course requirements. Basically, it means that you squeaked by... “D” is for “dangerously close to failing.”

**F** Represents failure and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an “I”. Keep in mind that a student can turn in work, attend class and still fail the course if the work is not worthy of credit according to the clearly stated criteria for passing work. An “F” carries zero grade-points and the credits for the course do not count toward any academic degree program.

A letter grade of an “I” stands for an Incomplete Grade and is assigned at the discretion of the instructor when, due to extraordinary circumstances, e.g., hospitalization, the student was prevented from completing the work of the course on time. Student must have been passing the course before the emergency incident. Requires a written agreement between the instructor and student specifying the time and manner in which the student will complete the course requirements. In no event may any such written agreement allow a period of longer than 6 months to complete the course requirements.

The requirements and objectives for this course are clearly stated in this syllabus. This is the criteria you will be graded on. If you are not clear about the criteria or what you will be graded on, please ask. I encourage you to discuss your grades with me at any time. Federal law prohibits me from discussing your academic standing (including grades) with anyone except you. I am also prohibited from sending email with personal information such as grades.