



## **ART 203: *Typography II***

### **COURSE SYLLABUS 15S**

#### **COURSE DESCRIPTION**

Further development in use of typography for communication: grid systems, effects of context on legibility and readability, type in sequence (i.e. books, animation, interactivity), typographic systems and modernist grid compositions in publications, use of computer as tool for typographic projects, introduction to design theory (i.e. semiotics) as it applies to typography.

PREREQ: ART202. RESTRICTIONS: Open to BFA VC Majors Only.

TR 9:30a – 11:25a RECITATION HALL 004

TR 11:45a – 1:40p RECITATION HALL 004

#### **RECITATION HALL HOURS**

All ART buildings including Recitation Hall close at 2:00am this semester. Students should vacate by 1:50am. Studio spaces requiring monitors will close at 9:00pm.

#### **FACULTY**

**Professor Martha Carothers** [martha@udel.edu](mailto:martha@udel.edu)

018 Taylor Hall 302-831-0387 Office Hours:

Wednesday 2:00 – 4:00pm / by appointment

#### **COURSE OBJECTIVES**

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

- Recognize and develop typographic systems in multiple page design projects, including the ability to implement knowledge of what makes type readable when set in large quantities.
- Create typographic compositions with clear organization of content and integrated visual form.
- Understand how to apply one's creative process to typographically-driven design projects in order to achieve well developed solutions to design problems.
- Demonstrate applicable typographic composition skills in both digital, (i.e. computer software), and traditional, (i.e. letterpress), media.

#### **STUDENT ACCOMPLISHMENTS**

- Become more aware of the uniqueness of the field.
- Gain familiarity with designing with type and different typefaces.
- Demonstrate the ability to develop a concept and carry it out through a finished project.

## **RATIONAL OF CREATIVE PROCESS**

Your own motivation is what makes you successful in this course. 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 course is intended to help you learn.

There are in-depth discussion about ideas, projects, and materials. As future Visual Communications professionals you are encouraged to develop your individual proficiencies.

Paying attention is vital to your understanding these applications. Paying attention is more than just listening – it is actively thinking. Students are expected to take organized notes in class and are invited and encouraged to add relevant input to class discussions. Your participation is important in order to share, experiment, and grow.

## **WHAT IT TAKES IN THE DESIGN FIELD**

Bill Tsapalas VC84 is a creative director in NYC. When he is hiring a designer, this is what it takes to get the job. Methods of instruction in this course are directed toward these requirements and must haves. These require you to grow beyond high school and Foundations expectations and outcomes to acknowledge other perspectives and increase reliance on your own experience.

### **Requirements**

- Creative problem solving skills that enable you to evaluate a creative approach, brainstorm, and seek unexpected, original and innovative ideas.
- Demonstrated ability to generate multiple design explorations and iterate designs to the satisfaction of creative lead and to utilize feedback.

### **Must haves**

- Strong verbal communication skills and the ability to articulate your creative process, thoughts, ideas and a point of view about your work.
- Self-motivator - you can figure it out and get it done.
- You can work and play well with others.
- Be able to multi-task across different projects at any one time.

## **COURSE REQUIREMENTS**

### **TESTBOOKS**

*Typographic Systems*, Kimberly Elam

*A Type Primer*, John Kane

*Graphic Design A New History*,

Stephen J. Eskilson

A number of books about typography and design are also available in Morris Library.

### **UNIVERSITY REQUIREMENTS**

UD email and SAKAI course management system.

### **CLASS AND COURSE PROJECTS**

Critiques and deadlines are mandatory.

### **FACILITIES**

Please be mindful of other students who use the studios after you. There are other students and classes using this Recitation studio. You are not allowed to cut on the tables, although you'll be tempted because there are cuts from last semester. There is a space for cutting boards. You need to buy a cutting mat or board to cover your work area. You are responsible for cleaning up your work area when you are in class and when you come in to work in the studio outside of class. Eating and drinking is permitted in the studio providing all trash is put in the waste receptacle and not left on the tables and floors. Close the windows if you are last to leave the studio.

## **ASSIGNMENTS**

Assignments and due dates will be described for each project. **MEET YOUR DEADLINES!!**

Late assignments **WILL** lower your grading points on the project. MacLab projects are graded for the typography-related projects.

### **WEBSITE / BLOG**

Students create a portfolio website and CD with all projects in ART203 (including MacLab projects). It is due at the end of the semester. The actual due date is after the last day of classes and will be determined by consensus among all students in the course. The website location (WordPress or otherwise) will be determined as of the MacLab session on April 11 by discussion with the MacLab assistant (VC senior student).

### **Ten Aspects of Visual Form**

- Cropping
- Layering
- Positive/Negative
- Texture
- Scale
- Geometric/Organic
- 3D Space / 3D Object
- Line Quality
- Pattern / Rhythm
- Symmetry / Asymmetry

### **CRITICAL RESPONSE**

Critical response to each project is written according to the specifications after the first comp critique. It is due the next class after the first comp critique.

## **ATTENDANCE**

Attendance is important for all classes.

Attendance is taken for each class. Attendance is not factored into the course grade, although poor attendance usually has a correlation to a lower accumulation of total points.

## **EVALUATION AND GRADING**

Evaluation is according to rubrics established for group and individual projects. Rubrics are discussed in collaboration with students in regards to ideas, concepts, creativity, effort, finished form, and craftsmanship. Rubrics are based on points for each project. Projects are graded on a 5 – 0 point grading scale according to various criteria for each project. Final grade is determined by the cumulative total of points (not a percentage). Participation in discussions and critiques is crucial to learning, although participation is not graded.

Visual Communications is based partly on a give and take learning experience. It is very important to develop the ability to respond with critical observation to your peer's work as well your own. You need to be a constructive participant in the classroom. Your preparedness is also very important. You should be prepared on class days with comps, materials for working in class, and any exercises assigned for outside of class time.

## **LETTER GRADE DESCRIPTIONS**

The following Letter Grade Descriptions detail the criteria for earning grades. Plus and minus grades fall between the letter grades in achievement.

- 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.
- F Represents failure and signifies that the work was either completed but at a level of achievement that is not worthy of credit or 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.

### **SPECIAL NEEDS**

Any student who needs special consideration in the course due to a disability of any sort, please make an appointment to discuss accommodations.

### **STUDIO RULES**

Department Throw Away Policy

Safety and Hazardous Materials Policy

Do not talk while professor is talking.

Take notes. Read your textbook for pertinent information.

Get information about assignments from classmates in the event you miss class.

Put away your cell phone. Turn your cell phone ringers to vibrate.

No earbuds during class.

Respect other people’s property.

No cutting into the tables or into the floor.

Clean up. Straighten up and push in your chairs before leaving.

Spraying of fixative or any other toxic materials (spray mount, airbrush paint, etc.) are not allowed in the University's Design Studios.

Adequate ventilation is necessary if you spray mount any work. Do so OUTSIDE and not on the brick or pavement right outside the building.

### **SUPPLIES**

Many of the supplies from Foundation Art courses will be used in the course. It is best to purchase supplies according to your needs in creating your project ideas. Your materials may be purchased from any source you wish. University of Delaware Bookstore, Delaware Book Exchange, AC Moore, Wilmington Blueprint, Finley Art Supply and Pearl, just to name a few. There are several online sources such as Dickblick.com, and Danielsmith.com.

inDesign software

Sign up for a free Student Font Pack account.

<http://www.fonts.com/web-fonts>

Typeface selection for projects this semester.

The list might be altered based on current

Student Font Pack fonts.

Akko

Avenir

Baskerville

Bembo

Bodoni

Centaur

Elegy

Garamond

Neue Haas Grotesk

Klint

Legacy

Egyptian

Trade Gothic

Sketch book for taking notes in class and doodling your letterforms and ideas  
 1 roll of clear tape  
 Table cover for cutting with xacto blades  
 1 steadler mars white plastic eraser  
 1 xacto knife

xacto blades that fit your knife  
 18" or 24" pica/points ruler  
 14" x 17" layout paper pad  
 11" x 14" tracing paper pad  
 Bristol Board

**COURSE SCHEDULE – *Dates and projects to be updated and might change during the semester.***

**February**

10 T First class  
 12 R  
 13F No MacLab  
 17 T  
 19 R  
 20 F MacLab SMDC  
 After Effects

24 T  
 26 R  
 27 F MacLab REC203  
 Illustrator

**March**

3 T  
 5 R NYC Field Trip \$33 6:30am  
 6 F No MacLab  
 10 T  
 10 T Colloquium  
 Black Maria Film Festival  
 12 R  
 13 F MacLab SMDC  
 InDesign  
 17 T Colloquium  
 John Caserta Designer

<http://johncaserta.com/>

19 R  
 20 F MacLab REC203  
 InDesign  
 24T  
 26 R  
 27 F No MacLab  
 31 T Spring Break

**April**

2 R Spring Break  
 3 F Spring Break  
 7 T  
 9 R  
 10 F MacLab REC203  
 After Effects / InDesign  
 14 T  
 16 R  
 17 F MacLab REC203  
 After Effects  
 21 T  
 23 R  
 24 F MacLab SMDC  
 HTML / CSS / Web type  
 28 T  
 30 R

## May

1 F MacLab REC203  
UD server space / Word Press  
InDesign

5 T

7 R

8 F MacLab REC203  
Portfolio website / CD

12 T

14 R Late class

15 F No MacLab

19 T DUE Portfolio website / CD

## FIELD TRIPS

The first field trip to NYC is on Thursday, March 5. We depart Old College at 6:30 am and we leave NYC at 9 pm to return to Old College by 12 midnight. The agency, studio, and museum visits will be discussed before the trip. Sign up and make the \$33 payment in the Art Office.

## VISITING DESIGNERS AND ARTISTS

Art Department website with information and URL links.

<http://www.udel.edu/art/news-events/index.html#salazar>

**Kate Moross (A MUST SEE DESIGNER)**

March 24-26

Colloquium T Mar 25 @ 5p in Smith130

ART203/206 W Mar 26 @ 9:05a in REC004

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

<http://www.randomhouse.de/paperback/Make-Your-Own-Luck-A-DIY-Attitude-to-Graphic-Design-and-Illustration/Kate-Moross/e447414.rhd?pub=58500>

<http://philadelphia.aiga.org/event/make-your-own-luck-kate-moross/>

## EXCUSED ABSENCES

<http://www.udel.edu/provost/fachb/III-1-l-attendance.html>

The responsibility for defining attendance expectations is left to the individual faculty member, subject to the guidelines given below.

For relatively minor, short-term illnesses of students (e.g., colds and flu, where attendance in class is undesirable) or their immediate family, the University system depends upon reasonable communication between students and faculty. If possible, students should report such illnesses before the affected class, following the directions of the instructor provided at the start of the term. It is the policy of the University of Delaware not to cancel classes on religious holidays. However, students and faculty are encouraged to exercise their own judgment pertaining to their attendance on these days. ...Absences on religious holidays not listed in University calendars, as well as absences due to athletic participation or other extracurricular activities in which students are official representatives of the University, shall be recognized as excused absences when the student informs the instructor in writing during the first two weeks of the semester of these planned absences for the semester. Absences due to similar events which could not have been anticipated earlier in the semester will be recognized as excused absences upon advance notification of the instructor by an appropriate faculty adviser or athletic coach.

Absence due to short-term military duty in the National Guard or active reserve is recognized as an excused absence.

Faculty and students are not expected to take unnecessary risks to meet their teaching and learning obligations due to inclement weather. When classes have not been canceled, it is a matter of personal judgment whether traveling to campus is hazardous. Faculty should notify their departmental

offices when weather precludes them from meeting their teaching obligations; similarly, students should notify their professors when inclement weather precludes them from class attendance. In such cases, students should be allowed to make up missed class time and, whenever possible, canceled classes should be rescheduled.

#### **ACADEMIC HONESTY**

<http://www.udel.edu/stuguide/10-11/code.html#honesty>

<http://www.udel.edu/provost/fachb/III-1-d-dishonesty.html>

It is the official policy of the University of Delaware that all acts or attempted acts of alleged student academic dishonesty be reported to the Office of Judicial Affairs. At the faculty member's discretion and with the concurrence of the student or students involved, some cases, though reported to the Office of Judicial Affairs, may be resolved within the confines of the course. All others will be adjudicated within the Undergraduate Student Judicial System.

It is essential that every faculty member make it clear to students that academic dishonesty will not be tolerated. A brief discussion at the beginning of each term should affirm the importance of academic integrity and indicate that the instructor is aware of the problems of academic dishonesty and is sensitive to it, is willing to clarify as carefully as possible what constitutes plagiarism, and will take action not only to prevent cheating but to bring charges against students suspected of violations.

#### **EXAMS in the Last Week of Class and Reading Day**

<http://www.udel.edu/provost/fachb/III-1-c-exams.html>

No examination, hourly examination, test, or quiz counting for 25 percent or more of the semester's grade for any class (except laboratory exams) shall be given during the

last five class days of any regular semester. There shall be a break of at least 24 hours, designated Reading Day(s), at the beginning of Finals Week. No required examinations, tests, or quizzes may be given on Reading Day(s), to allow students to review for upcoming finals and to complete projects. Additionally, no student can be required to take any examination, test, or quiz on Reading Day(s).

#### **NOMINATE an Instructor, Advisor, or Mentor**

Do you know of a really excellent UD faculty instructor, graduate student instructor, or undergraduate academic adviser/mentor? If yes, please consider a nomination for Excellence in Teaching and/or Excellence in Advising. To learn more about the awards, visit

<http://www.udel.edu/teachingawards/awards/>

#### **HOW TO SUBMIT NOMINATIONS**

Online at

<http://www.udel.edu/teachingawards/submit.html>

If clicking on this link does not work, copy and paste it into your browser.

#### **THE AWARDS**

Each year, the University of Delaware selects a limited number of instructors and undergraduate academic advisers/mentors who have been nominated to receive Excellence in Teaching Awards and Excellence in Undergraduate Academic Advising and Mentoring Awards. These highly competitive awards acknowledge and reward excellence in teaching, mentorship, and advising.

#### **DEADLINE**

March 1 Sunday

Nominations not received by March 1 will be held for consideration the next year.