

Art 300: Typography 3

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Office Hours: Tuesdays 10am-12pm, by appointment only (through email), location T.B.D.

Course Description

Development of Type as expression and experimental contexts of typography: type as experience, type as art object, symbol and cultural element, type as personal voice, type as an interactive experience, experimental and post-modern typography.

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 analog digital technology and production.
2. understand and be able to apply cinematic techniques of typographic animation, (i.e. “audiovision”, narration, diagramming, montage, framing, transitions and editing) in the creation of a time-based piece of design.
3. evaluate and test various experimental process to solve a design problem, as part of one’s creative process.
4. compare and validate one’s methods of creative practice (creative process), in relation to the model presented in Typography 1 and 2, and using the VC Lexicon to analyze and critique one’s own work and the work of other students.
5. apply a model of the creative process in completing a graphic design project that is specific to a context and audience, demonstrating the ability to evaluate and select appropriate grid systems, typefaces, media and materials for the communication of ideas.
6. differentiate and discuss contemporary artists and designers who utilize typography in new media, both on and off-screen, specifically demonstrating knowledge of contemporary typographers and significant, living, designers of typefaces.

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.

Course Schedule

I have provided you with a current schedule for the course, however some of the dates may change due to schedule conflicts with people involved with your assignments and field trips. I use iCal for the course calendar. If you wish to subscribe to this calendar, the link will be provided through Sakai.

Attendance

This class meets Mondays and Wednesdays from 2:30-5:30pm. Do not be late and expect to stay the entire class period. You are allowed to be late once 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. Excused absences require a written note from a doctor.

Field Trips

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

Materials

The Required Materials for this class are your standard studio supplies.

If you don't already own these, please acquire them to do your work for this class:

1. Self-healing Cutting Board (as large as possible)
2. Metal Ruler, X-acto knife and #11 blades
3. Sketch Book (keep this with you at all times to record your process)
4. 10-20 blank CD-R discs and Jewel Cases

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.

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.

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.

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.

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.

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.

Structure

See the Course Schedule below for specific due dates and events. Readings will be assigned throughout the semester. You are required to read the texts and be prepared to discuss it at the next class meeting. I will 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.

Workshops

Whenever a "Workshop" is listed on the course schedule, you must bring Materials to class. A Workshop is an in-class work period. I will attempt to provide 24 hours notice, through email, of what materials you need to bring for the workshop.

Documenting Your Work

You are required to accurately and sufficiently document all the things that you produce for this course. Many assignments require that you turn in "digital documentation" with your final pieces which must include all process work and your final digital files and/or photographs of your final piece (if it is not 2-dimensional). There is a setup (camera mount and lights) on the lower level of Recitation 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 08")

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

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

Individual Assignments

All 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 introductions (see schedule). Assignments will overlap throughout the semester. It is your responsibility to keep track of your own schedule and come prepared for class.

Grading

Your Final Grade will be calculated according to the following point scale:

<u>Point Value</u>	<u>#</u>	<u>Assignment</u>
100		Reflections of Practice (Writing assignment due with every assignment marked with an asterisk) (5 total, 20 points each)
50	1	Limitation as Liberation (First-Day typographic compositions)
100	2	Letter/Form * (Modular or Dot-Matrix Typeface / relationship of material and meaning)
100	3	Letter as Texture * (Expressive type as form in commercial application)
50	4	Urban Typography * (NYC assignment: Experience-based research and content generation)
100	5	Type as Narrative * (Flash Animation: relationship of type and spoken words)
100	6	Type & Moving Images: Proverbs * (Flash Animation w/ Video: relationship of type and moving images)
100	7	Process Book
700		Total possible points for the course

Final letter grades will be determined according to the University of Delaware's Official Grade Scale:

<u>letter grade</u>	<u>total percent</u>
A	93 - 100%
A-	90 - 92
B+	88 - 89
B	83 - 87
B-	80 - 82
C+	78 - 79
C	73 - 77
C-	70 - 72
D+	68 - 69
D	63 - 67
D-	60 - 62
F	59 and below

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.

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.