

Typography 1

ART 2413
SPRING 2017
MW 8:30 - 11:20 AM
STUDIO: BC 305
LAB: BC 402

Course Overview

Art 2413, typography 1, is a course in the fundamentals of graphic design. It includes the study of design principles, typefaces, type anatomy, and the varied use of typography in the visual communication process.

In a broad sense, typography, indeed graphic design itself, is language based, and it functions primarily as visual representation of the spoken word. The knowledge and use of typography is arguably the most significant part of graphic design, a task that is almost always a visual orchestration of text and image. The act of successfully combining these visual components consists of creating the appropriate relationship between them so that form and content compliment each other and thus amplify and clarify meaning.

The class structure is primarily studio-oriented and project-based. It consists of major assignments, visual presentations by the instructor on the masterworks of typography and other applicable subjects, as well as reading, reports, and class discussions designed to meet the following course objectives:

Objectives

- Develop an understanding of letterform structure and of letterform component
- Gain technical skills with hand and digital type representation and composition, including typographic terminology
- Develop an understanding of the principles of typographic legibility through letterform construction and analysis
- Develop an understanding of the principle of typographic readability through compositional organization and page design
- Gain exposure to the potential of typography to express and communicate meaning through form and function
- Deepen the awareness of visual and verbal media, including contemporary aesthetics through critical and analytical exercises

Assignments (Tentative)

1. Type with Word
2. Type with Sentence
3. Type with Paragraph
4. Type with History

Design Process

Work during and outside designated class hours will be required to achieve objectives as well as develop creative solution to the class assignments. Each assignment requires a well organized notebook of your process, to be handed in with your project. Each notebook will contain visual, written, and material research; thumbnail; pencil and marker sketches; printouts; and notes and comments that lead to your solution. An ITOYA notebook (or reasonable substitute) is required to organize and document your design process for each phase of the assignment.

Final Design

Final design must be well crafted along with assigned formats. Also, all final submissions should be well protected by covering with tracing paper. Good craftsmanship is one of the most important requirements in this class. Poor craftsmanship may result in down-grading.

Critique

The development of critical analysis skills is an important goal to achieve by completing the course work. Therefore, your attendance and participation in the critiques of each of the major assignments will be considered for their evaluation. Your contribution, with positive and valuable critical insights, to the different solutions will be evaluated.

Projects/Assignments Pickup

Students are responsible for picking up their projects and/or assignments in a timely manner. Items that are not picked up by a specific date will become property of the department and may be discarded.

TEXTBOOK

Reading will be assigned from *A History of Graphic Design* by Philip Meggs.

RECOMMENDED BOOKS

Hands-on Training Books:
lynda.com/info/books

30 Essential Typefaces for A Lifetime by Joshua Berger and Pao & Paws

RECOMMENDED PERIODICALS

Communication Arts; Print; Graphis; AIGA Journal; How; Wired; ID;

RECOMMENDED WEBSITES

behance.net
portfolios.aiga.org
flickr.com

MATERIALS

Date Storage Media. (Backup, Backup, and Backup: Memory Stick or small USB2 or Fire-wire drive).

Keeping all-digital files for this class is student's responsibility. There will be no excuses for the grades regarding losing / misplacing digital files.

2 x ITOYAs: (1 and 1.2" 3 Ring)
8.5x11 white paper
14x17 pad/ roll tracing paper
Snap knife
Black Formcore Boards
3M spray glue

EVALUATION CRITERIA

Originality
Process development
Success of the solution
Final presentation
Work In Process Review
Positive attitude

The criteria may be altered along with assignment changes.

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Policy

STYLE/MODE OF TEACHING

Class to include: lectures, critiques, discussion and studio work. A series of lectures on specific aspects of graphic design will be given (Lab/studio sessions will also include some lecture time to cover pertinent information for projects). You will present your work at various points in the course for critique and discussion. The large majority of class time is devoted to discussion, critiques and working on projects. There may be lectures by guest speakers. Small writing assignments may be given that relates to the lectures. You are expected to be working on current projects during class and to be fully participating in class discussions. Instructor must see work in progress. While students are welcome to bring laptop to class, they must provide a hardcopy print of the work that will serve as the basis for desk crits. You must begin to develop independent analysis skills. Instructor will not make suggestions or critique every component of your project. A commitment of time outside of class will be required to complete the assignments. If you work efficiently out of the class work might be limited.

Assignments and Evaluation

The course will have 4 primary assignments in the course that increase in scope and complexity. Students will work both individually and in teams, depending on assignment. All students who collaborate on a team project will share in the grade for that assignment.

Assignment 1:	50 points
Assignment 2:	50 points
Assignment 3:	50 points
Assignment 4:	50 points
TOTAL:	200 POINTS

All assignments must be completed to receive a grade for the course. If you are having problems, an illness, or a family emergency, please talk to the instructor immediately to discuss your options; do not leave it until the last week and expect an incomplete. Course grades of incomplete will only be authorized in extreme circumstances.

Grading Procedures

Your grade for this course will be based on your accumulated total on all projects, assignments and quizzes. All assignments will be given a numerical score, which are then added together toward the total. The grade is then based upon the percentage of the whole.

The distribution of points is as follows:

- *A=90-100%, "A" represents achievement that is outstanding relative to the level necessary to meet course objectives.*
- *B=80-89.9%, "B" represents achievement that is significantly above the level necessary to meet course requirements.*
- *C=70-79.9%, "C" represents achievement that meets the course requirements in every respect.*
- *D=60-69.9%, "D" represents achievement that is worthy of credit even though it fails to fully meet the course requirements.*
- *F=59.9% and below*

Expectations and Attendance

Students are expected to attend and participate in all classes. Cell phone ringing, in-class texting, non-class related web surfing and lack of respect for other's voice or property are potential reasons for receiving an absence for the day of the occurrence.

IN CLASS

Students are expected to arrive on time, bring all required supplies and materials to class, and to have all assignments completed on time. Participation in class discussion and activities is key to student success as is taking an active role the learning process through showing initiative and asking questions. Learning in this class involves observing the problems and solutions encountered by classmates as well as observing the instructor and executing your own work.

An exemplary student demonstrates the following characteristics:

Comes prepared for class by doing assigned readings and assignments, recording key points and/or questions for further clarification or discussion.

Maintains a positive attitude and treats other students and the professor with respect. Pays attention in class and shares ideas, experiences, beliefs, and knowledge during class sessions. Takes notes to record information needed for future reference. Questions the professor and other students for deeper meaning and as a means to gain greater insight into the content area. Is open-minded while considering various viewpoints. Listens when other students are responding and builds contributions based on the original ideas. Demonstrates willingness to engage in creative activities even when it feels uncomfortable. Avoids using "creativity killers" during class and team activities. Respects the class environment and leaves the classroom organized and clean.

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OUTSIDE OF CLASS

Students are expected to spend a minimum of 2 hours per day outside of class, reading, working on assignments and preparing for the next class. Due to the nature of this class, it is imperative to work outside of class each day to maintain the necessary level of engagement.

General Attendance Policy

You are expected to come to each class, and arrive on time with all of your supplies. If you must miss class it is YOUR responsibility to find out from another classmate what you missed, as well as any announcements including changes in the schedule that may have been part of the class you missed.

Department of Art, Graphic Design and Art History: Absence Policy

You are expected to be present every day your class meets. Your instructor may allow a specific number of absences (generally no more than 1 per credit hour) without penalty; absences beyond the limit listed on his/her syllabus are considered excessive and will result in grade reductions. The only absences that do not count toward the total allowed are those taken for mandatory military service and activities required for classes or scholarships. If you will be absent from class due to participation in an OSU sponsored activity, it is your responsibility to let your instructor know in advance. No other absences will be considered excused, including absences due to illnesses, doctor's appointments, and emergencies. Reductions will be taken on a percentage basis from the total number of points possible in the course. Students are expected to arrive in class on time in order to be counted present. Requests for exemption from this policy must be made in writing to the Department Head.

Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, academicintegrity.okstate.edu.

Educational Accommodation For Special Needs

OSU seeks to provide equal access to its programs, services and activities for people with disabilities. Prior notice is needed to arrange any reasonable accommodations. Students should identify the need for educational accommodations during the first week of classes.

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TENTATIVE SCHEDULE: The schedule may be adapted during the course and changes will be announced at least one class period in advance. Students are expected to have all assignment due before the class. Quizzes covering lectures, discussion, the text, and handouts may be given at any time during the course. Additional individual and group assignments might be assigned during the course.

	WEEK	DATE			
	1	M	Jan. 16	University Holiday	
ASSIGNMENT 1		W	Jan. 18	Class introduction, assignment Introduction, research and Idea sketch	
	2	M	Jan. 23	Lab Orientation, Discussion & Work day	Idea sketch by hand
		W	Jan. 25	Group critique / Software demo	Idea sketch by computer
	3	M	Jan. 30	Work day / Class critique A	Work in progress review
		W	Feb. 1	Work day / Class critique B	Work in progress review
	4	M	Feb. 6	Work day (Desk Critique) / Mounting demo	
		W	Feb. 8	Final Critique	
ASSIGNMENT 2	5	M	Feb. 13	Assignment Due / Assignment Introduction, research and Idea sketch	Presentation
		W	Feb. 15	Work day	Idea sketch by hand
	6	M	Feb. 20	Group critique / Software demo	Idea sketch by computer
		W	Feb. 22	Work day / Class critique A	Work in progress review
	7	M	Feb. 27	Work day / Class critique B	Work in progress review
		W	Mar. 1	Work day (Desk Critique)	
			Mar. 2-3	Department Field Trip	
8	M	Mar. 6	Final Critique		
ASSIGNMENT 3		W	Mar. 8	Assignment Due / Assignment Introduction, research and Idea sketch	Presentation
	9	M	Mar. 13	Spring Break	
		W	Mar. 15	Spring Break	
	10	M	Mar. 20	Group critique / Software demo	Idea sketch by computer
		W	Mar. 22	Work day / Class critique A	Work in progress review
	11	M	Mar. 27	Work day / Class critique B	Work in progress review
		W	Mar. 29	Work day (Desk Critique)	
12	M	Apr. 3	Final Critique		
ASSIGNMENT 4		W	Apr. 5	Assignment Due / Assignment Introduction, research and Idea sketch	Presentation
	13	M	Apr. 10	Work day	Idea sketch by hand
		W	Apr. 12	Sophomore Review Ready Day	
			Apr. 14	Tentative Sophomore Review Day	
	14	M	Apr. 17	Group critique / Software demo	Idea sketch by computer
		W	Apr. 19	Work day / Class critique A	Work in progress review
	15	M	Apr. 24	Work day / Class critique B	Work in progress review
		W	Apr. 26	Work day (Desk Critique)	
	16	M	May 1	Final Critique	
	W	May 3	Assignment Due / Assignment Introduction, research and Idea sketch	Presentation	

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Art 2413 / Typography 1 / Assignment 1

NAME:

Final Design	Creativity	/ 5	/ 20
	Communication of the select principle/variables	/ 5	
	Type choice	/ 5	
	Composition	/ 5	
Homework	Note from reading	/ 5	/ 10
	Research assignment	/ 5	
Process	Documentation of design process (Itoya)	/ 5	/ 10
	Work in Progress Review	/ 5	
	Craftsmanship (organizing, cutting and gluing)		/ 5
	Class Participation (Attitude)		/ 5
Total			/ 50