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
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 steadtler 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
13 F  No MacLab
17 T
19 R
20 F  MacLab SMDC
24 T
After Effects
26 R
27 F  No MacLab
24 T

March
3 T
5 R  NYC Field Trip $33 6:30am
6 F  No MacLab
10 T
10 T  Colloquium
10 T  Black Maria Film Festival
12 R
13 F  MacLab SMDC
14 T
InDesign
16 R
17 F  MacLab REC203
19 R
20 F  MacLab SMDC
24 F  MacLab SMDC
31 T  Spring Break
April
2 R  Spring Break
3 F  Spring Break
7 T
21 T
9 R
10 F  MacLab REC203
14 T
After Effects / InDesign
16 R
17 F  MacLab REC203

John Caserta Designer
http://johncaserta.com/
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://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.