

## **ART208: Core Typography: Syllabus Spring 2021**

### **COURSE DESCRIPTION**

Fundamentals of typography and the study of letterforms, history of the modern alphabet, type classification, effects of printing technology on typography, drawing letterforms, constructing letterforms, designing a page with type.

This course will meet according to the following schedule:

Tuesdays      12:30-1:30pm: Section 1, Recitation Hall Room 103  
                    2:00-3:00pm: Section 2, Recitation Hall Room 103  
Thursdays      Zoom: <https://udel.zoom.us/my/pigford>  
                    Note: a working camera and microphone are required.

### **FACULTY**

#### **Professor Ashley Pigford**

design@udel.edu Office: 007 Recitation Hall

Office Hours by appointment only, made through email.

### **REQUIRED TEXTBOOK**

#### **Thinking With Type by Ellen Lupton**

This is available in UD Bookstore and online at various websites. A number of books about typography and design are also available in Morris Library.

### **GOOGLE SHARED DRIVE**

You have received an invitation to a shared Team Drive on Google. There will be folders created for the corresponding assignments, etc.. When uploading files to this, you **MUST** name your files starting with your **LAST NAME**. For example: **Pigford\_Assignment Title.jpg**. Failure to name your files correctly may result in the reduction of a full letter grade.

### **COURSE OBJECTIVES**

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

- Demonstrate applicable typographic skills in hand-done, (e.g. pencil and brush), traditional, (e.g. letterpress), and digital, (e.g. software) practices.
- Create typographic compositions with clear organization of conceptual content and integrated visual form.
- Apply typographic history to typographically-driven design projects in order to achieve well developed and creative solutions.

## **STUDENT ACCOMPLISHMENTS**

- Become more aware and accomplished at following directions and specifications.
- Gain an understanding of the visual form of letters and how these aspects affect the way words communicate to other people.
- Gain familiarity with designing with type and different typefaces, including historical typography.
- Become more aware of the role of typography in graphic design.

## **ASPECTS OF VISUAL FORM**

These will be discussed at length this semester, and represent vocabulary you will need to use.

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

## **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 an art/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.

Paying attention is vital to your understanding.. Paying attention is more than just listening – it is actively observing, listening, thinking and acting in a way that demonstrates acquired knowledge. 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. Use the Art & Design Lexicon to when talking about projects.

You are also expected to be a self-motivated person. Grades are earned, not given. If you do an average amount of work and spend an average amount of energy on the work for this class, expect to earn an average grade. Above-average grades are earned by students who pay attention, follow the specifications/directions and complete work that is above the class average. It is also important that you actively experiment when appropriate in the process of an assignment.

## **HOME STUDIO**

You must have a designated place and space in which to do your work for this class. This space should be clear of clutter and only used for school work. You need to have enough surface area and access to the materials required for the class. Respect your work and present it properly.

## **ASSIGNMENTS**

Assignments and due dates are described for each project either verbally or written. New information is posted to Canvas throughout the semester. Projects submitted to Canvas are due one hour before class time. **MEET YOUR DEADLINES!!** Late assignments **WILL** lower your grading points on the project by 10%.

1. 300 Points: Hand Lettering
2. 100 Points: Research Presentation
3. 300 Points: Type Play Project
4. 100 Points: Quiz 1
5. 300 Points: Editorial Layout
6. 100 Points: Quiz 2
7. 100 Points: Type in Time
8. 100 Points: Portfolio

Total Possible Points: 1400

## **PORTFOLIO**

You must create a digital portfolio with all projects in ART208. It is due at the end of the semester. This must include photographs and videos of your process for each assignment, plus all things turned in for grade evaluation throughout the semester.

## **ATTENDANCE**

Attendance is important for all classes. Attendance is taken for each class. Do not miss class and do not be late to class. If you do, you are responsible for asking your fellow classmates about what you missed. You are allowed two unexcused absences. Three unexcused absences will automatically reduce your final grade one full letter. Each additional unexcused absence drops the final grade another letter. Signed notices from a doctor, including a phone number, are required to qualify an absence as excused. If you have a special situation that prevents you from attending class you must contact the Dean's office and they will contact me directly, at which point it will be determined if your absence(s) qualify as excused.

Familiarize yourself with the University's Policy:

<http://facultyhandbook.udel.edu/handbook/3113-student-class-attendance-and-excused-absences>

## **EVALUATION AND GRADING**

Evaluation is according to rubrics established for group and individual projects. Rubrics apply to quantity and quality of ideas and concepts, uniqueness, effort, specifications, and craftsmanship. Final grade is determined by the cumulative total of points. Participation in discussions and critiques is crucial to learning, and will factor into your grades.

Art and design are 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 must be prepared for all class periods with the materials required.

It is important to note that due to time constraints, your individual project may not be discussed/reviewed/critiqued in class. You are responsible to gain the insight that is helpful to you. This could mean speaking up in class, volunteering quickly to receive critique, and asking your fellow classmates for critique outside of class.

## **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 contact the University's Office of Disability Support Services: 240 Academy Street, Alison Hall Suite 130.

## **SUPPLIES & MATERIALS**

A Supplies and Materials List has been distributed through email. You must have these materials by the first day of class.

## **SOFTWARE**

Adobe has a student rate for the Creative Cloud, which includes the following software you will need for this course, ([click here](#) for more info)::

1. Adobe Illustrator
2. Adobe Photoshop
3. Adobe After Effects

## **COURSE CALENDAR**

Projects are introduced and due throughout the semester. Each assignment will have a schedule with due dates listed. The schedule for assignments may be updated during the semester.

## **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. Academic dishonesty will not be tolerated.

## **FINAL EXAM**

There will not be a final exam for this course. However, your Final Portfolio assignment will be due during final exam week.

## **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. 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.

To learn more about the awards. <http://www.udel.edu/teachingawards/awards/>

Submit Nominations Online at <http://www.udel.edu/teachingawards/submit.html>

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

