ART208: Core Typography Syllabus
Spring 2018

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.

COURSE DETAILS
ART208-010 MW 12:20pm – 2:50pm REC 009 Professor Slife

FACULTY
Professor Gideon Slife
gslife@udel.edu Office: 007 Recitation Hall
Office Hours: Monday & Wednesday 3-4 PM

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
Gain familiarity with designing with type and different typefaces.

• Demonstrate the ability to develop a concept and carry it out through a finished project.

• Become more aware of the uniqueness of the design field.

TEN ASPECTS OF VISUAL FORM

• Cropping
• Layering
• Positive/Negative
• Texture
• Scale
• Geometric/Organic
• 3D Space / 3D Object
• Line Quality
• Pattern / Rhythm
• Symmetry / Asymmetry
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- and 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 is in-depth discussion about ideas, projects, and materials. As future art and design 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. Use the Art & Design Lexicon to when talking about projects.

WHAT IT TAKES IN THE ART & DESIGN FIELDS
Methods of instruction in this course are directed toward these requirements and must haves that apply to any and all creative fields of art and design. These require you to grow beyond expectations and outcomes in Core courses to acknowledge other perspectives and increase reliance on your own experience.

• 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 art and design explorations and iterate solutions to the satisfaction of creative colleagues and to utilize feedback. Must haves

• Strong verbal communication skills, ability to articulate your creative process, thoughts, ideas and a point of view about your work.

• Self-motivation - 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.

RECITATION HALL HOURS
Recitation Hall opens at 6:00am and closes at 2:00am. Students should vacate by 1:50am. Studio spaces requiring monitors (e.g. MacLab) close at 9:00pm.
FACILITIES
Recitation Hall 004 and 009 are available studios for use outside of class. Please be mindful of other students who use the studios after you. There are other students and classes using these Recitation studios. 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.

REQUIRED TEXTBOOKS
*Thinking with Type*  Ellen Lupton
2nd edition, 2010
ISBN: 978-1-56898-969-3

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

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. 250 Points: Hand Lettering
2. 250 Points: Letterpress
3. 100 Points: Research Presentation
4. 100 Points: Quiz 1
5. 350 Points: Typographic Layout
6. 100 Points: Quiz 2
7. 350 Points: Editorial Layout

Total Possible Points: 1500

COURSE REQUIREMENTS
This course will utilize UD's Canvas course management system. Scan all hand-done projects at 300 dpi saved as jpg and submitted to Canvas. Do not photograph projects with camera or cell phone, unless specifically specified in the assignment. JPG or jpeg images must be no less than 1000 pixels, and no more than 3000 pixels in height and width at 72 dpi. Limit final jpg image size to maximum of 5MB by controlling file size in software for export. When exporting JPEGs in Adobe software, the trick is just pick "72
ppi" when exporting a JPEG, rather than a higher print resolution, which will result in files that are too large for Canvas. Illustrator and InDesign: Export as a pdf, all fonts embedded, “high-quality print”. It is strongly recommended that you use Chrome as your browser.

PORTFOLIO
Students create a digital portfolio with all projects in ART208. It is due at the end of the semester. Details will be given at that time.

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. Attendance won’t affect your grade, however, your attendance will be reflected in your work. If you miss critiques and other classes. If you’re struggling at the end of the semester your attendance is a good indication of how you worked. More than two unexcused absences is generally a bad sign. 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.


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. Rubrics are based on points for each project. Projects are graded on a 5–1 point grading scale according to various criteria for each project. Final grade is determined by the cumulative total of points. Participation in discussions and critiques is crucial to learning, and each assignment will have participation as part of the rubric.

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 should be prepared on class days with comps, materials for working in class, and any exercises assigned for outside of class time.

It is important to note that due to time constraints, your individual project may not be discussed 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.

STUDIO RULES
• Department Throw Away Policy (provided)
• Safety and Hazardous Materials Policy (provided)
• Get information about assignments from classmates in the event you miss class.
• Put away your cell phone and turn off all notifications, alarms, and ringers. No earbuds during class.
• No cutting into the tables or into the floor.
• 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 IN THE GRASS and NOT on the brick or pavement right outside the building.

SUPPLIES
A Supplies and Materials List has been distributed through email, (sent on Jan 29). Many of the supplies from first-year Core courses are 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, 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.

SOFTWARE & FONTS
InDesign, Illustrator, and Photoshop software. All are available in Recitation Hall MacLab and Morris Library SMDC. Information about what UD offers students for software is available at UDeploy: http://udeploy.udel.edu/software-audience/students/. Adobe has a $19.99/month student rate for the Creative Cloud.

http://www.adobe.com/creativecloud/buy/students.html?showEduReq=no
https://www.adobe.com/creativecloud/buy/students.html?
promoid=N7FDRVG6&mv=other
Sign up for a free Student Font Pack account. http://www.fonts.com/web-fonts

FIELD TRIPS
The fall semester field trip to NYC is Thursday, February 22. We depart Old College at 6:30 am and we leave NYC at 9 pm to return to Old College approximately 11:15 pm. The museum, gallery, agency, and studio visits are discussed before the trip. Sign up and make payment in the Art Office, approximately $35.

VISITING DESIGNERS AND ARTISTS
Art Department website with information and URL links: https://www.art.udel.edu/
You are required to attend the lecture by Scott Buschkuhl on Tuesday, February 27.

FINAL EXAM
There will not be a final exam for this course. Your Final Portfolio assignment will be due during final exam week.

ACADEMIC HONESTY
All students must be honest and forthright in their academic studies. To falsify the results of one’s research, to steal the words or ideas of another, to cheat on an assignment, or to allow or assist another to commit these acts corrupts the educational process. Students are expected to do their own work and neither give nor receive unauthorized assistance.
Any violation of this standard must be reported to the Office of Student Conduct. The faculty member, in consultation with a representative from the Office of Student Conduct, will decide under which option the incident is best filed and what specific academic penalty should be applied.
http://www1.udel.edu/stuguide/17-18/code.html#honesty

HARASSMENT AND DISCRIMINATION
The University of Delaware works to promote an academic and work environment that is free from all forms of discrimination, including harassment. As a member of the community, your rights, resource and responsibilities are reflected in the non-discrimination and sexual misconduct policies. Please familiarize yourself with these policies at http://www.udel.edu/oei. You can report any concerns to the University's Office of Equity & Inclusion, at 305 Hullihen Hall, (302) 831-8063 or you can report anonymously through UD Police (302) 831-2222 or the EthicsPoint Compliance Hotline at http://www1.udel.edu/compliance. You can also report any violation of UD policy on harassment, discrimination, or abuse of any person at this site: http://sites.udel.edu/sexualmisconduct/how-to-report/

INCLUSION OF DIVERSE LEARNING NEEDS
Any student who thinks he/she may need an accommodation based on a disability should contact the Office of Disability Support Services (DSS) office as soon as possible. The DSS office is located at:

240 Academy Street,
Alison Hall Suite 130,
Phone: 302-831-4643, Fax: 302-831-3261,
DSS Website (http://www.udel.edu/DSS/).
You may contact DSS at dssoffice@udel.edu

TITLE IX STATEMENT
The University of Delaware does not discriminate on the basis of race, color, national origin, sex, disability, religion, age, veteran status, gender identity or expression, or sexual orientation, or any other characteristic protected by applicable law in its employment, educational programs and activities, admissions policies, and scholarship and loan programs as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and University policies. The University of Delaware also prohibits unlawful harassment including sexual harassment and sexual violence.

For inquiries or complaints related to Title IX, Section 504 of the Rehabilitation Act of 1973 and/or the Americans with Disabilities Act, and Title VII and age discrimination please contact:
Susan L. Groff, Ed. D.
Director, Institutional Equity & Title IX Coordinator
305 Hullihen Hall
Newark, DE 19716
(302) 831-8063
titleixcoordinator@udel.edu

OR contact the U.S. Department of Education – Office for Civil Rights
https://wdcrobcollp01.ed.gov/CFAPPS/OCR/contactus.cfm