

Art 402: Experimental Typography : Syllabus

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Office Hours: by appointment only (through email).

Course Description

Exploration of advanced typography in multiple media and for multiple purposes related to visual communications, including on-and-off-screen media, (i.e. motion graphics, illustration, graphic design, typeface design and publication design).

Learning Objectives

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

- Use Typography in various contexts and for various purposes
- Identify individual strengths, learn team building and collaboration skills,
- Demonstrate skills with vocabulary, (the VC Lexicon), to discuss and analyze work
- Further develop your personal creative practice and processes

Course Website / Canvas

www.udel.edu/canvas (you must log-in with your Udel ID and password)

This 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 Format

With restrictions due to the pandemic, the format of this course will be abnormal.

There are 5 main projects and 9 workshops throughout the semester. We will meet in-person on some occasions in two groups of 9 students and online through zoom.

Workshops will be online through zoom (typically on Thursdays) and the VC Juniors taking Type Methods will participate. It is important that you are understanding, flexible and open-minded throughout the semester.

Assignments (See Canvas for Assignment Briefs)

| | |
|----------|--|
| 100 pts. | Self-Portrait video |
| 100 pts. | "If I Was a Letter ..." |
| 200 pts. | Audio-Visual Translations |
| 200 pts. | 3D Storytelling |
| | You will need Cinema 4D software. Start here: https://www.maxon.net/en-us/learn/educational-licenses/student-s-and-instructors/ |
| 200 pts. | Make it Matter |
| 200 pts. | Participation in workshops and class discussions |

1000 points total

Attendance

You are expected to attend all class meetings and other events related to this class and the Visual Communications program as a whole.

Supplies, Materials & Working at Home

You are required to provide all materials and supplies that you need to complete the assignments. You are also expected to have set up a workspace at your home in order to complete the assignments and be the most creative you can be.

Documenting Your Work

You are required to accurately and sufficiently document all the things that you produce for this course. At the end of the semester you are required to turn in digital documentation of all process work and your final digital files and/or photographs of your final piece (if it is not 2-dimensional).

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!)

Movie, After Effects, Final Cut Pro: Export as a Quicktime Movie, h264
compression

html (websites): Put entire folder structure (root folder) on disc

**Throughout the semester, please contact me directly if you have any concerns
about your course grade or performance in the course.**