

course outline

COURSE DESCRIPTION //

Art 376 explores the mechanics, form, function and expression of typography. It is designed to give the student the awareness to utilize type effectively for clear communication, as well as give them the processes and discipline to utilize type expressively for creating dynamic communication designs across media.

CREDITS AND PREREQUISITES //

Art 376 is a 3 credit course, and requires completion of Art 270 Graphic Design I.

COURSE OBJECTIVES //

The objectives of this course are to:

- » Gain an understanding of type *mechanics*, at both micro- and macro-levels (history, anatomy, optics, classification, variation, spacing and organization).
- » Gain an understanding of the form and function of type (space, color, point, line, plane, hierarchy, grid/organization and systems).
- » Explore the use of typography to express thought, feeling or action.
- » Develop a growing awareness of methods for conceptual development and exploration.
- » Continue to use and expand research methods that are beneficial to the design process.
- » Exhibit ability to stay organized, prioritize and prepare for and meet deadlines.
- » Grow in self-awareness, confidence and clarity of who you are as a designer and person.
- » Develop a community of learners that you can rely on for your own growth.

COURSE COMPONENTS //

The course will consist of 5-6 initial exercises that explore type mechanics, form and function; a series of quizzes on typographic mechanics; a group project/presentation; and 1-2 major projects with multiple components that apply all aspects of this course. For an outline of content to be covered and

REQUIRED READING //

Typography Workbook

Timothy Samara

Meet Your Type

FontShop

Download at: www.fontshop.com/education/

ADDITIONAL RESOURCES //

These are additional resources for the designer that is serious about typography.

The Elements of Typographic Style

Robert Bringhurst

Thinking With Type

Ellen Lupton

The Complete Manual of Typography

Jim Felici

Typographic Design: Form and Communication

Rob Carter, Ben Day and Phillip Meggs

Typography: Macro + Micro Aesthetics

Willi Kunz

Designing Type

Karen Cheng

Grid Systems: Principles of Organizing Type

Kimberly Elam

typographica.org

Type reviews and commentary.

typophile.com

Type reviews and commentary.

tdc.org

Type reviews and commentary.

typographyserved.com

Type reviews and commentary.

fontshop.com

type foundary/sales

emigre.com

type foundary/sales

myfonts.com

type collection/sales

REQUIRED MATERIALS //

The following materials are required for the course. Additional materials will be needed throughout the semester. Students are responsible for bringing necessary materials to class.

- » 4H design pencil
- » soft white eraser
- » disposable technical pens
- » straight edge
- » sketchbook (at least 8x10" unlined sketch paper)
- » Vellum/high-quality tracing paper
- » pro white opaque white paint
- » #0 or #1 watercolor brush
- » white drafting tape
- » waterproof india ink
- » black matte board (when required)
- » *Additional supplies may need to be purchased*

ATTENDANCE //

Attendance is mandatory. Four unexcused absences will result in lowering of your final grade by one letter. Six will lower it by two letters. Ten absences will result in a failing grade. It is your responsibility to provide justification for all absences. You are responsible for obtaining class information missed through absence and being prepared for the next class. If the absence is unexcused, you should obtain necessary information from another student. Arriving late for class will be noted, but it is your responsibility to be sure that you were marked present if you arrive late.

SUBMISSION OF WORK //

All work must be submitted on time and consistent with the assignment requirements (unless prior arrangements are made). Failing to submit projects on time will result in a reduced grade. Repeat occurrences of late work will result in further grade reductions.

ORIGINALITY OF WORK //

- » No Student shall represent another's substantial editorial or compositional assistance on an assignment as their own.
- » No Student shall submit the work of another person as their own, and neither shall they submit work, which was done at some other time or for another class. Representing one's work for this course with work which was not done for this class, is not acceptable.
- » No Student shall submit work for which credit has previously been obtained or which has been or is being submitted in another course.

GRADING //

Grading is based on a 4 point numerical system. Letter grade equivalents are :

A 4.0	A- 3.6	B+ 3.3	B 3.0	B- 2.6
C+ 2.3	C 2.0	C- 1.6	D+ 1.3	D 1.0

Class attendance, participation and preparation are considered in the final grade. In addition, you're ability to maintain positive energy and self-motivation is an important part of making the most of this course, and may also impact the final grade.

STUDENTS WITH DISABILITIES //

Any student requesting disability accommodation for this class must inform the instructor giving appropriate notice. Students are encouraged to contact Disability Support Services at (970) 351-2289 to certify documentation of disability and to ensure appropriate accommodations are implemented in a timely manner.