

typography and information design AR 230

Fall 2009
Mon/Wed

Hill 309
6:30pm–9:00pm

PROFESSOR / CONTACT INFO

Chris Neyen

Main Contact – neyen@rcn.com

I am available by appointment. before or after class.

CLASS DESCRIPTION & OBJECTIVES

What language is to writing, typography is to graphic design. Today's designers, who work primarily in digital media, create messages that are both "virtual" (time-based and in perpetual motion) and fixed in place by ink on paper. This course explores how typography shapes content. Legibility, emphasis, hierarchy of meaning, personal expression, and appropriateness are developed through designing with letters, words, and texts. Students will learn the principles of clear, strong, and effective design using current design applications and technology. Projects will investigate design as rhetoric, information, and artwork. Prerequisite: ART 131.

CLASS FORMAT

This is a studio class, therefore you will work in class on your projects AND be expected to work outside of class on your own. Expect to devote between of 5–10 hours each week to assignments and lab work in addition to class meetings. Lab availability schedules are posted on the outside each lab. Plan accordingly and do not enter when another class is in progress.

All assignments are due at the beginning of class the day that they are due, otherwise they will be counted late. Late projects will be dropped a letter grade for each day that they are late. You are not to be printing, cutting, or mounting your work at the beginning of class.

You are required to email me a pdf of your finished work on the day that it is due.

REQUIRED TEXTS OR MATERIALS

Text: Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students (Paperback)

Ellen Lupton

Cutting Mat 12x18

X-Axto No.1 or Gripster Knife [holds no. 11 blades]

Metal cork backed ruler

GOALS FOR CLASS

- The practice of realizing the conceptual through the pictorial.
- Thorough understanding of type form, and type classifications.
- Working knowledge of creation of typographical hierarchies
- Visual thinking in creation of image through typography
- Understanding of the process of creating strong concepts a
- The ability to engage in intelligent dialogue about typography, design and your own work.

COURSE REQUIREMENTS:

This class is involves the dissection of letterforms. You will be working with your hands, as well as with today's practical computer applications. We will be studying type anatomy, type classifications, history, establish type hierarchies, and use programs to control, set, manage, and edit type: Adobe Illustrator, InDesign, Fontographer, and Extensis Suitcase.

Because we are in the digital age, you must be willing to embrace the technology around you and spend much time learning the software programs, printing and hardware function, and Macintosh environment. You have a vast amount of information available to you: use it! In order for you to be self-sufficient, you need to be proactive.

Engage with your classmates. Get a manual. Use the help menu. Find tutorials online. Trial and error.

You put in the time.

The Course projects and timeline are on the following page.

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Attendance:

- After the second unexcused absence, final grade will be dropped by one full letter. After the fourth unexcused absence, student will receive a failing final grade.
- An excused absence is one confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with a doctor's note (within 24 hours of illness). Death in family should be confirmed with Student Services.
- Documentation is required for sports. Coach should email a note to instructor confirming matches, meets, departure time for away games, or anything that would require absence from class. Practice is not an excused absence.
- Job interviews or doctor's/dentist's appointments are not to be scheduled during class.
- Missing Portions of Class: The following count as unexcused absences
 - More than 15 minutes late for class
 - Failure to bring supplies to class
 - Failure to return from break
 - Leaving class half an hour or more early
 - Being tardy more than 3 times. Tardiness: being 5 to 15 minutes late for class

Students: If you are late or absent, it is your responsibility (not the professor's) to find out what you missed and to catch up in a timely manner.

Grading:

A –Exceptional

B –Above Average

C –Satisfactory-Meets basic requirements but lacking in effort, content, and/or skill.

D –Below Average

F –Failure

- Your class grade and per project grade is determined by: Conceptual thinking, effort, execution and finish quality.
- Projects handed in late grade will be lowered by 1 letter grade.
- Class projects account for 70%, 7 projects each 10 percent. In-class exercises, participation and home assignments 30%.
- Any project may be revisited for a higher grade.

Disability statement:

Students who wish to request accommodations in this class for a disability should contact Mr. Joe Kempfer, Assistant Director of Learning Services for Disability Support, 1307 Main Street (extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services.

Academic Honesty Policy: Plagiarism of design in any form will not be tolerated and will result in a zero or F. Concepts and layouts must be your thoughts and ideas. Be aware that I am well versed in historical and current design trends.

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IMPORTANT DATES

8-31	Mon	School starts
9-7	Mon	Labor Day – no classes
10-9	Fri	Mid-Term – Grades Due
10-12/13	Mon-Tues	Fall Break
11-4	Wed	“Careers in the Visual Arts” will be held in Foy Concert Hall beginning at 6pm
11-6	Fri	Art Dept NY Trip
11-25/26	Thurs-Fri	Thanksgiving Break
12-9	Wed	Classes End
12-11	Fri	Exams and Critiques
12-14/18	Mon-Fri	Exams and Critiques

PROJECTS & DATES (subject to change)

Week 01 | Syllabus, class format, review of mac, Hillman Curtis short films
Various handouts, discussions on what makes type expressive

Week 02 | Chapter 1: Designing With Type, Comping Type I: Helvetica, Watch HELVETICA film!

Week 03 | Type Anatomy lecture / Comping Type II: Bodoni & Futura

Week 04 | Initials Study / Typographic Studies Part 1: Rag

Week 05 | Type Anatomy Quiz / Setting Type & Rag, rules

Week 06 | Typographic Studies Part II

Week 07 | Visual Hierarchy reading and project given

Week 08 | Visual Hierarchy work and critique

Week 09 | Thinking With Type reading: GRID. Visual Quotes project

Week 10 | In-class Grid project / On-screen crit: Visual Quotes

Week 11 | Visual Quotes crit / Type Rules lecture / Typeface Study Poster project given

Week 12 | Type Poster work & crit / New Project

Week 13 | Project Tk

Week 14 | Book Project

Week 15 | Book Project