

ART 230 Typography and Information Design

MONDAY AND WEDNESDAY 1:15-3:45

PROFESSOR / CONTACT INFO

Chris Neyen

Main Contact – email

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 of software to control, set, manage, and edit type. Software used will be InDesign, Adobe Illustrator, and Extensis Suitcase.

Because we are in the digital age, you must be willing to embrace the technology around you and spend time learning the software applications, printing and hardware functions. 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. Use the help menu. Find tutorials online. Trial and error.

The Course projects and timeline are on the following page.

ART 230 Typography and Information Design

MONDAY AND WEDNESDAY 1:15-3:45

Attendance:

Attendance: The Art Department established this department-wide attendance policy to apply to students in all art classes, beginning with the Fall 2007 semester.

- For classes that meet twice a week (most full-unit studio courses, most day art history classes): 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.
 - For classes that meet once a week (half-unit studio courses, seminars, evening art history courses): After the first unexcused absence, final grade will be dropped by one full letter. After the third unexcused absence, student will receive a failing final grade.
 - For classes that meet three times a week (MWF day art history classes): After the third unexcused absence, final grade will be dropped by one full letter. After the fifth 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 and exercises 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.

Class Time: Is just that—keep ichtat, online games, FACEBOOK, and things of that nature OUTSIDE of class.

Check your E_MAIL before or after class.

No cell phones. No Ipod. Your full attention during class is required.

Please be respectful of the class and your fellow students.

ART 230 Typography and Information Design

MONDAY AND WEDNESDAY 1:15-3:45

DATES FOR SPRING:

- 1-18 Classes start (also MLK Day, but classes do meet)
- 2-26 Mid-Term
- 3-6 to 3-14 Spring Break
- 3-18 Faculty Show opening.
- 3-26 NY Trip **
- 4-2 Good Friday, no classes
- 4-5 Easter Monday, no DAY classes (evening classes meet)
- 4-25 Senior Show opening in Payne Gallery
- 4-30 Last day of class

PROJECTS & DATES (subject to change)



Week 01 | Syllabus, class format, review of mac. Various handouts, discussions on what makes type expressive. Exercise 1

Week 02 | Chapter 1: Designing With Type, Homework Exercise 3, Exercise 2

Week 03 | Type Anatomy lecture / Comping Type II: Bodoni & Futura/Exercise 4

Week 04 | Designing Logos and symbols/ Initials assignment

Week 05 | Quiz / Setting Type & Rag, rules / Type Specimen: Project 1

Week 06 | Typographic Studies / Type Specimen Project

Week 07 | Visual Hierarchy reading / Type Specimen Project

Week 08 | Unbeige: Project 2

Week 09 | Thinking With Type reading: GRID. Visual Quotes project / Poster: Project 3

Week 10 | In-class Grid project / Poster Project

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

Week 12 | Type Poster work & crit / Book: Project 4

Week 13 | Book Project

Week 14 | Book Project



Week 15 | Final Review, Bring All Projects, Instructor will meet each student individually.