

TYPOGRAPHY & INFORMATION DESIGN

Instructor: Kirsli Spinks

contact: kirsli@moravian.edu

office hours: by appointment before or after class and on Thursdays

art department office number: 610.861.1680

Note that messages left after 4:30 will not be received until the following day.

room: Priscilla Payne Hurd (South) Campus
South Hall (Art), 104

course description:

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. Designing with letters, words, and texts develops legibility, emphasis, hierarchy of meaning, personal expression, and appropriateness. Students will learn the principles of clear, strong, effective design using current design applications and technology. Projects will explore design as rhetoric, information, and artwork.

Prerequisite: Art 131

required textbooks:

Getting It Right With Type by Victoria Squire

Typographic Designs: Form and Communication Fifth Edition by Rob carter, Ben Day and Philip Meggs

required supplies:

portable mass storage device: one or more flash drives (at least 4GB total) or portable hard drive

one sketchbook

folder/notebook for handouts

several (2-3) sheets of black mat board (32"x40" NOT foam core)

pens/pencils and eraser and extra fine sharpies for sketching and tracing

ruler (at least 17") metal and cork backed

Tracing paper pad of at least 11"x17" size

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

spray mount or other mounting supplies

course goals:

- 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
- The ability to engage in intelligent dialogue about typography, design and your own work

course requirements:

This class involves the dissection of letter forms, 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 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.

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

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.

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 etiquette:

Come to class prepared and ready to work. Projects must be finished by the beginning of class unless otherwise noted. Ichat, AIM, ICQ, MSN, Facebook, e-mail, online games or anything not related to class assignments will not be tolerated. If found on one of these sites or using one of these programs you will be asked to leave and you will be considered absent from class. You may listen to music on headphones, however this must be kept at a minimum volume (I should not be able to hear your music) while the whole group is doing work.

Mobile phones will not be tolerated. They must be switched off at the beginning of class and not turned back on until leaving. No playing with phones while I am speaking, demonstrating or presenting material. This is considered rude and disrespectful.

You may not leave class early unless I have given you permission.

When class is in session we will behave as if we were in a professional environment. Think about how you would behave if you were at your job. Once again, this is an advance level class in preparation for the next step, please behave like a professional.

projects and dates (subject to change)

Week	Date	Monday	Date	Wednesday
1	1/16	Syllabus, mac review, sketchbook, Brief overview of typography Project 1: Type Specimens Due: 1/30 Read: Getting it Right with Type (GIRWT) Pages 9-29 Typographic Design (TD) Pages 31-48	1/18	Lecture: Type anatomy, sizing, commonalities, style, tone Breakdown of a font Class exercises Read: GIRWT Pages 30-54 TD Pages 75-84
2	1/23	Lecture: letter form combinations, sizing difference, readability, weights, numbers and figures interline spacing, principle features of typefaces exercises: type setting/comping, colors Work on type comps	1/25	Continue lecture from 1/23 and exercises. Work on type specimens Quiz
3	1/30	Due: Type Specimens Project 2: Onomatopoeia Due: 2/13 Discussion on type specimens	2/1	In Class Exercise: Quick typographic study of tones Work on Onomatopoeia Read: GIRWT Pages 56-96 TD Pages 85-90
4	2/6	Lecture on: paragraph alignment, leading, rag, widows, punctuation, letter spacing Class Exercise: proofing, text layout, type- setting	2/8	Work on Onomatopoeia Quiz Read: GIRWT Pages 98-130 TD Pages 49-75, 91-110
5	2/13	Due: Onomatopoeia Project 3: Typographic Journey Due: 2/27	2/15	Lecture: grids, columns, margins, syntax Class Exercises Work on Typographic Journey
6	2/20	Lecture: Visual Hierarchy Class Exercises Choose type designer for presentations	2/22	Work on Typographic Journey
7	2/27	Due: Typographic Journey Project 4: Typeface Design Due: 3/26	2/29	Work on Typeface Design Handouts from Lettering and Type
8	3/5	Spring Break	3/7	Spring Break
9	3/12	Work on Typeface Design Presentations	3/14	Lecture: Special Characters and Extended Char- acter sets Work on Typeface Design Presentations
10	3/19	Work on Typeface Design Presentations	3/21	Work on Typeface Design

Week	Date	Monday	Date	Wednesday
11	3/26	Due: Typeface Design Project 5: Calendar Due: 4/11	3/28	Lecture: tables Class Exercise Work on Calendar
12	4/2	Lecture: display fonts Work on Calendar	4/4	Work on Calendar Read: GIRWT Pages 132-164
13	4/9	Easter Break	4/11	Due: Calendar Project 6: Book Covers Due 4/23
14	4/16	Work on Book Covers	4/18	Work on Book Covers
15	4/23	Due: Book Covers	4/25	Revisions Due
16	Finals Week: Critiques TBA			

grading:

Projects: 48% (8% each)

Participation: 10%

Quizzes and Papers: 17%

Sketchbooks: 15%

Presentations: 10%

Standard numeric grading scale:

A = 95-100	B+ = 87-89	C+ = 77-79	D+ = 67-69	F = 59 and Below
A- = 90-94	B = 84-86	C = 74-76	D = 64-66	
	B- = 80-83	C- = 70-73	D- = 60-63	

• Grading for a course in studio art must be in harmony with its goals. Competency and understanding of the methods and materials of this course is easily measured objectively. Creativity (concept) and craftsmanship (form) is more a matter of subjective determination. Effort, time and progress, along with participation, will also be a factor in determining grades. Projects receive a grade that is based on technical accomplishment and concept.

• Grades for an unexcused absence from a scheduled critique will be penalized 10%. No extensions will be given for an assignment without a legitimate reason.

• Missing critiques, test, or presentations are not permitted.

• Late projects will receive a penalty of 1/3 of a grade for each week it is past due.

• Incompletes will not be given except under the most extreme circumstances.

A grade of A is a special accomplishment and is the result of consistently going beyond the basic requirements laid out for the course. Grades are earned.

Here is a summary of the requirements for a grade of A for this course:

- Consistent, On Time Attendance.
- All Work Submitted On Time.
- Class Participation as Described in Syllabus.
- Innovative & Meaningful Solutions for all Assignments
- Technical Expertise.
- Productive Use of Class Time.
- Regular Use of Open Lab Time.
- Clean, Well-Crafted Presentation.

PLEASE NOTE: The instructor reserves the right to make changes in any aspect of this syllabus/schedule for the sake of content improvement or scheduling changes due to class cancellations or due date rescheduling.