

TYPOGRAPHY & INFORMATION DESIGN

Instructor: Kirsli Spinks

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office hours: Monday-Wednesday 11:30-12, 4-6, Thursday 2-4

art department office number: 610.861.1680

Note any messages received after 4:30pm will not be received until the following morning.

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

TWO HUNDRED THIRTY
FALL 2013

MONDAYS AND WEDNESDAYS
1:15PM-3:45PM

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:

A Type Primer Second Edition by John Kane

required supplies:

portable hard drive (minimum 250 gig)

one process book (unlined paper or graph paper—no perforations, maximum size 8.5"x11")

folder/notebook for handouts

several (4-5) sheets of black matboard (32"x40" 4-ply)

pens/pencils and eraser and extra fine sharpies for process books

ruler (at least 17") metal and cork backed

White 3/4" artist tape

Tracing Paper Roll (24" x 20 yard, can be found at Dick Blick)

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 and composition
- 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 Universal Type Client. 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. Ask three before me. Find tutorials online. Trial and error.

Time Required Outside Class: (estimate)

- 9 hours per week preparing projects, sketching, and reading for class, x 15 weeks = 135 hours
- Preparation time for quiz = 2 hours
- Field trip to NY, or alternate trip = 12 hours
- Visiting artist presentation 2 hours

Saving and disposing of artwork:

- You should be saving your work for your final portfolio as well as your sophomore review, if you have not already completed it.
- All work must be removed from the design lab by the end of the semester, or it will be disposed of.
- Leaving matboard in the labs without your name on it makes it free game for anyone who needs matboard.
BE RESPONSIBLE

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

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 Elaine Mara, assistant director of learning services for academic and disability support at 1307 Main Street, or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from the Academic Support Center.

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 own thoughts and ideas. Be aware that I am well versed in historical and current design trends. **PLAGIARISM IN ANY FORM WILL NOT BE TOLERATED.** Please view the academic honesty policy in the Student Handbook for more information.

class etiquette:

Come to class prepared and ready to work. Projects must be finished by the beginning of class unless otherwise noted. Ichat, AIM, MSN, Skype, 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. You should be able to hear me when talking to the class, I should not have to ask your neighbor to tap you on the shoulder.

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.

NO FACEBOOK, TEXTING, EMAILING OR ANY OTHER TYPE OF MESSAGING DURING CLASS.

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 advanced 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	8/26	Syllabus, mac review, process book, Brief overview of typography categories, weights, etc Project 1: Type Specimens Due: 9/4 Read: A Type Primer Pages 1-14	8/28	Lecture: Type anatomy, sizing, commonalities, style, tone Breakdown of a font Class exercises Read: A Type Primer Pages 36-50
2	9/2	Labor Day No class!	9/4	Project 1 Due Lecture: letter form combinations, sizing difference, readability, weights, numbers and figures interline spacing, principle features of typefaces exercises: type setting/comping, colors Class exercises Project 2: Type as Object Due: 9/18
3	9/9	Class Exercises Quiz on Anatomy and Type Classification Read: A Type Primer Pages 50-79, 90-105	9/11	Class exercises Lecture Work on Project
4	9/16	Lecture Class Exercises Read: A Type Primer Pages 80-88	9/18	Project 2 Due Critique Project 3: Constructing Letterforms Due: 10/2
5	9/23	Lecture Exercise Read: A Type Primer Pages 110-131, 136	9/25	Lecture paragraph alignment, leading, rag, widows, punctuation, letter spacing Class Exercises
6	9/30	Lecture: Hierarchy Class Exercises Read: A Type Primer Pages 138-155	10/2	Project 3 Due Critique Project 4: Visual Hierarchy Due: 10/21

Week	Date	Monday	Date	Wednesday
7	10/7	Class Exercises Read: A Type Primer Pages 178–226	10/9	Lecture Class Exercises
8	10/14	Fall Break No Class!	10/16	Class Exercises
9	10/21	Project 4 Due Critique Project 5: Typeface Poster Due: 11/4	10/23	Lecture: Display Fonts
10	10/28	Class Exercises	10/30	Class Exercises
11	11/4	Project 5 Due Critique Project 6: Milton Glaser Due: 11/18	11/6	Lecture: Style Sheets
12	11/11	Handouts from Lettering and Type	11/13	Class Exercises
13	11/18	Project 6 Due Critique Project 7: Hand Drawn Letters Due: 12/4	11/20	Lecture: Special Characters and Extended Character sets Class Exercises
14	11/25	Thanksgiving No Class!	11/27	Thanksgiving No Class!
15	12/2	Class Exercises	12/4	Project 7 Due: Critique Final CD Due/Projects on PAWN/Process Books Scanned
16	12/9	Final Exam Week	12/12	Final Exam Week

grading:

Projects: 40%

Exercises: 25%

Participation: 10%

Quiz: 10%

Process Books: 15%

Standard numeric grading scale:

A = 94-100	B+ = 87-89	C+ = 77-79	D+ = 67-69	F = 59 and Below
A- = 90-9	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 10% of a grade for each day 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.

Lab Rules:

Clean up after yourselves. This is your lab, keep it neat so others can enjoy it too. All spray mounting must be completed in room 8 at the Spray Booth. There will be no spraying of spray mount, fixatives or any thing else in the design labs. Cutting should only be completed on cutting mats provided and there is to be no cutting of matboard on the rotary cutters.

Tumblr Account:

You will be keeping a Tumblr account in addition to your process books. You will be assigned projects on this account which will go towards your exercise grade. You must follow the other students in the class and create a dialogue on and off the computers with your fellow classmates.