

UNIVERSITY OF WISCONSIN-STEVENS POINT, DEPARTMENT OF ART & DESIGN ART 207

Typography I

SPRING 2017 | NFAC 182/172 | M/W 8–10:30AM | SECTION 1

instructor DKB Hoover
email dhoover@uwsp.edu
office 181 NFAC
phone 715.346.4556
ofc hrs M/W 10:30–11:30am and by appointment

general info

catalog DESCRIPTION

Structure of words and images in graphic design. Basic principles of typographic design. *Prereq: 206 and declared graphic design emphasis intended student, or cons instr. (II)*

basic REQUIREMENTS

1. Come to class on time and participate in class activities.
2. Follow the specifications for each assignment.
3. Make time to do your design work. This will amount to *at least* five (5) hours of work outside of class each week.
4. Challenge yourself to explore options, to practice and improve.
5. Complete your work on time per scheduled due dates.
6. Engage with good heart and respect in the classroom.
7. Turn in midterm and final portfolios with a process book.

course LEARNING GOALS

After taking this class you should be able to:

- ✦ draw letterforms with precision
- ✦ describe characteristics of typefaces
- ✦ demonstrate ability to build type hierarchy
- ✦ explain typographic choices you used in design solutions
- ✦ analyze and discuss type used in design work
- ✦ use type expressively in design solutions
- ✦ integrate type and imagery effectively

online stuff

class BASECAMP

We will use Basecamp as a hub for sharing class information. Everyone will create a profile and their own folder for the uploading of assignments.

class TEXT / WEBSITE

We will be using www.thinkingwithtype.com the companion website for, *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*, by Ellen Lupton.

what you will do

class EXERCISES

You'll have several exercises for learning essential typography skills. The first one is a Letterspacing exercise.

design READING / WRITING

Readings in the [thinkingwithtype](http://thinkingwithtype.com) website will be assigned. You are expected to take notes and be prepared to discuss the information in class. Your notes on class lectures and on readings are to be turned in with your process book at midterm and end of term.

Outside of class you need to engage in learning about the design profession. A list of online spaces design magazines, blogs and forums will be shared in class.

class PROJECTS

You'll be assigned five (5) major projects, each designed to address specific learning objectives related to typography. These are:

1. Visual Semantics
2. Typographic Hierarchy
3. Structure & Texture
4. Typeface Promotion
5. Experimental Design with Type

A project description sheet will be provided for each of the above, containing a rubric for parameters, expectations and a calendar listing the component due dates.

design processes

Your work will follow the design process. Each step in the process is important, although the path through this process is rarely a simple step-by-step linear progression.

Research There are many forms of research (beyond Google-ing). You will learn how different avenues for information gathering can assist you in idea generation.

Writing As you research take notes on your findings. Using another form of writing, you will create mind maps to extend sideways thinking about the problem. You will also write concept statements to accompany your final solutions.

Thumbs These are very quick, small sketches that enable you to explore many options and directions. As you work to find solutions to the problems, push yourself to explore a wide range of possibilities. Typically you generate 50–100 thumbs for any project.

Roughs Used to magnify and evaluate a handful of your best thumbnails, these loose drawings are bigger and somewhat more detailed than your thumbs.

Comps These visualizations are full-size, tight renderings that accurately represent scale, color and placement of all elements in your solution. Think of these as ‘semi-finals’ either in marker or digitally produced. The name is short for ‘comprehensive.’

Finals Your best idea as a complete solution representing the ultimate stage of project. Since these are to be carefully crafted, you may need to refine these or redo them more than once.

about process and CRAFT

Craft refers to how well the project is realized technically in its final state. Along with the concept, it determines how the piece is judged.

- Read specifications carefully. Specs and measurements need to be followed exactly. “Measure twice, cut once.”
- Plan ahead. Give yourself extra time to complete your work.
- Slow down and take your time when drawing comps, trimming paper and cutting board.
- Take care when wielding your x-acto! Always use a new blade so you can trim neatly and precisely.
- Make sure your final printed work is clean and free of smudges, and is mounted securely and squarely on boards that are cut to the required size.
- Digital work should be aligned with the specified measurements, grid for internal cohesion.

process BOOK

You will turn in your projects in a portfolio at midterm and again at the end of the semester along with your process book.

The work you do to get to your final solutions is as important as the finals themselves. Your process work shows that you researched, that you experimented and developed a number of ideas. It shows how you think.

Your process book is to contain all of your class research, notes, and evidence of design process for each project.

my expectations

For you, in class, I expect you to:

- Participate — be invested in work on projects and class activities
- Listen — be attentive to instructions, discussions and critiques
- Respect — be open to different viewpoints in the class environment
- Question — be curious, be honest, be engaged

Outside of class I expect you to:

- Study — the type and design work that is everywhere around you
- Work — on assignments, complete what’s needed for each class
- Create — play, doodle, draw, process, think, collaborate
- Question — authority, news, yourself, each other, how things are

my promises

For you, in class, I promise to:

- Share — my knowledge of type, typefaces, typesetting, etc.
- Explain — assignments and go over how they will be graded
- Demonstrate — processes and how to do stuff as needed
- Listen — to you, your ideas, incorporate changes, if appropriate
- Encourage — you, Respect you, and Challenge you

Outside of class I will:

- Be available — to help you with your assignments... during office hours and by appointment for sure, and other times as best I can, though I do not monitor my email or messages 24/7, so you may need to be patient.

Discuss — the graphic design program, your work and hopes for your career or an topic in general that touches on design. (I do this in class, already, though am more than willing to continue the conversations.)

about your grades

class PROJECTS

Grades for your projects will be assigned at midterm and at the end of semester. I am happy to discuss your project work before they are turned in as portfolios at those times. Each of your projects will be graded on concept and craft.

CONCEPT is evaluated by the research, thinking, writing and experimentation you do as you develop your final design solution. For each major project you will write a concept statement.

CRAFT is evaluated by the carefulness you give to completing the finished piece. Craft is reflected in cleanliness and precision of drawing, measuring, cutting, and adhering work. Craft is a concern for your marker comps, digital files, printed and mounted finals and your portfolios.

LATE WORK Any project work turned in late will be marked down one grade step for each day late.

final GRADES

Your final grade in this course is determined by your positive engagement in the class activities, the attention given to each project, the quality of your portfolios and process book, and your record of attendance. Your final grade in the class is based on the following:

- 50% Project Work
- 20% Midterm & Final Portfolios + Process Book
- 20% Participation (discussions, critiques, class activities)

There is no extra credit available for the class. However, you will have the opportunity to refine or rework projects for your final portfolio. Any unexcused absences will affect your final grade.

attendance POLICIES

Students are to read and sign the UWSP Graphic Design Area Attendance policy & Course Contract —

Typography I

course materials

For this class you will need to purchase/obtain:

- PAPER
to draw your thumbnails and roughs
OPTIONS: sketchbook with either grid paper or unlined paper dedicated for this class (recommend spiral, 7 x 10 or larger);
OR dedicated pocket folder with plain paper
- x-acto knife & blades
- black mounting board (*some will be provided*)
- Stainless Steel ruler, cork-backed 18" or longer

Material provided by course fees or in class are:

- PROCESS BOOK
to contain your design process for projects
binder, with acetate sleeves
- PAPER Tracing paper / Marker paper
- Design marker, black (Prismacolor)
- Adhesive sheets
- Drafting tools: T-square, triangles, French Curves, Compass
- Camera (can check out from GD)
- Thesaurus / Dictionary

NOTE: If at any time during the semester you have concerns about meeting the expectations or requirements for this course, please see me as soon as possible. If you have need of special accommodations, please let me know the first week of class. Any information you share will be strictly confidential.

UW-Stevens Point Graphic Design Area / Attendance Policy & Course Contract

The BFA is a professional degree program. Students who are in or intend to be in the in Graphic Design program are required to attend all scheduled classes. In person, face-to-face attendance is mandatory because the learning that comes from classroom interaction through group discussions and activities cannot be replicated by hearing about information second-hand. Your presence and your voice in class are essential for this kind of education to be effective.

There are circumstances where absences cannot be avoided and excused absences will be granted under appropriate circumstances. Two unexcused absences are allotted in this program. More than two will negatively impact your ability to learn the material well, produce strong work, or even pass the class. Both types of absences are defined below along with specific consequences.

Excused Absences requirements

Excused absences are granted as a result of illness or preapproved attendance at a specific scheduled event. The following applies to excused absences:

- Students must communicate with professor prior to class regarding any illness or prearranged excused absences.
- An absence due to illness will be counted as excused when it is accompanied by a note from a doctor.
- Students who encounter any kind of serious health or life issues during the semester are required to communicate with their professors. Options and a plan for continuance or completion of the class will be discussed. Continuance in the Graphic Design degree program will be worked out with faculty members involved.

Unexcused Absences parameters

- If you miss a class without following the requirements the absence will be unexcused.
- Two late-to-class events (being tardy, or more than 5 minutes late to class) or two instances of leaving class early will equal one (1) unexcused absence.
- Not having required work on the due date will equal an unexcused absence for that day.
- Due dates, class requirements and portfolio expectations do not change with unexcused absences.

Grade Consequences:

- Students accumulating three (3) unexcused absences will have their grade reduced one grade step for each day absent. Example: If a student earns a grade of B- ...with 3 unexcused absences B- becomes C+, ...with 4 unexcused absences B- becomes a C, ...with 5 unexcused absences, a C-, and so on.

Any student who develops a pattern of absences will be required to speak to the professors in graphic design. A sustained pattern of absences will result in reevaluation of the student's suitability for the Graphic Design BFA program.

Contract Agreement: I have read and understand the Graphic Design Area Attendance Policy and agree to abide by it.

Class

Print full name

Date

Signature