207 Typography I

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ofc hrs T/H 10–11am
& by appointment

University of Wisconsin-Stevens Point, Department of Art & Design
Spring 2019 | NFAC 182/172 | M/W 11am–1:15pm | section 1

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 class requirements

✪ Come to class on time and stay for the whole class.

✪ Bring openness, curiosity and respect to the classroom.

✪ Challenge yourself to experiment and achieve your best.

✪ Complete work for exercises and projects by due dates.

✪ Complete midterm and final portfolios as required.

course objectives

After taking this class you should be able to:

✎ draw letterforms + name anatomical parts of letters

✧ identify + describe characteristics of typefaces

✳ demonstrate ability to create type hierarchy

☞ analyze + discuss typography in various incarnations

☆ explain typographic choices used in design solutions

❆ use type expressively to communicate mood

✌ integrate type and imagery effectively

class information management site + app

Basecamp is a project management platform. In this class we will use it for distributing and archiving information you need, chatting about how things are going and if there's anything you don't understand, and for turning in your digital work.

Students will be emailed an invitation to join the 'project' named '207 Typography I'. When you accept and join the project, make a profile, add a photo and description. Everyone needs to make their own folder in Student Folders and subfolders for classwork.

coursework

lectures / readings / viewings / notes

Our course material will be delivered through face-to-face visually enhanced lectures, class discussions, critiques, handouts, printed and screenbased source material.

texts/sources

Readings and videos will be assigned and posted in the class Basecamp site and will be from primarily, but not exclusively, two sources:

1. www.thinkingwithtype.com — the companion website for *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*, by Ellen Lupton; book available online is not required.

2. www.designishistory.com — this compendium of information was created by designer + illustrator, Dom Flask.

You are asked to take notes on the readings, videos and during lectures in class. Have your notes included in your *typo journal* — the sketchbook you will turn in with portfolios.

exercises (3) + quizzes (2)

There will be three learning exercises assigned during the semester and there will be two quizzes given.
Quiz #1 around midterm will cover terminology, useage, and categories of type.
Quiz #2 at the final is cumulative and will be gamefied.

projects

There are 5 projects in this class. Each project focuses on specific learning goals and are designed to build on each other.

1 visual semantics [words] — playing with words + meaning

2 type hierarchy [text] — directing the viewer's read

3 typeface research [poster] — deep dive into a typeface

4 letterform animation [screen] — actions = personality

5 synthesis [bookform] — text + image + visual narrative

course tools / materials

For this class you will need to have:

• SKETCHBOOK / JOURNAL — 5.5" x 8.5"or bigger unlined or grid paper / dedicated for this class

• MARKERS black, chisel or brush tip + fine (Micron)

• GLUE STICK • X-ACTO KNIFE & blades

Recommended purchases for class:
• masking tape • scissors
• ruler (stainless steel, cork-backed)

Materials / tools supplied include:
• paper (various kinds) • drafting tools
• cameras • adhesives • extra blades
Additional materials may be required.

design process / terminology

Project work is to follow a general design process. Each step in this process is important, especially the beginning steps. The path to get to a final result is rarely a linear progression.

Research There are so many ways to perfom research — beyond Google-ing. You will learn how different avenues for information gathering can assist you in idea generation.

Writing Different kinds of writing include: taking notes on your research, and creating ideation lists and mind maps to deepen thinking about the design problem.

Thumbs These are quick, small sketches that allow you to explore many options + directions. Work at these during more than one sitting for maximum benefit. Generating 50–100 thumbs for a single project is fairly typical.

Roughs These are used to refine your best thumbnails. They are sketches somewhat bigger and more detailed than your thumbs. Rough comps are sometimes made to clarify the best ones.

Comps (comprehensives) These visualizations are full-size, tight renderings or digital layouts that accurately represent scale, color and placement of all elements.

Finals The work in it's final stage usually takes several iterations to achieve. Whether you are hand crafting or commercially printing, these should always be proofed, spell-checked and truly your absolute best effort.

Statements Concept statements describe the ideas you focused on and how your design decisions reflect these ideas. Statements will accompany each of your final design projects.

attendance policies

Attendance to scheduled classes is required. You cannot benefit from interaction, discussion and critique, without being present in classroom. Come prepared for either in-class work, discussion, or critique. Promptness is expected. You are expected to stay for the duration of the class period.

If you accumulate 3 unexcused absences your final grade in the class will be lowered. Additional absences will continue to lower your grade. Unexcused absences result from not showing up:
• not having what you need for class
• being more than 5 min. late (3 times)
• leaving before the class ends

If you know you will be unable to attend a specific class during the semester, please inform me of the situation before that date.

If you have to miss a class consult the calendar and talk with a classmate to find out what you missed. I am happy to answer any questions when you know what we covered in class.

digital policies

In this class you are required to put away your phones for the duration of our class time, except during breaks, and during the last five minutes of the period so you can answer the Automatic Check-in question.

about your grades

course work

Each of your exercises, projects, and portfolios will be graded according to stated DEADLINES, and aspects of CONCEPT, and CRAFT.

CONCEPT is evaluated by your written statement, the amount of research and range of exploration you engaged in. It is also judged by your final solution and how creatively and effectively it addresses the parameters.

CRAFT is evaluated by the level of care given to the finished project. You want people to see your work, not the problems with how it is put together.

DEADLINES are important for the progression of your work. Late work at any step will hinder your ability to do your best and will affect the final grade on the assignment.
Late portfolios will not be accepted.

final grades

Your final grade in this course is determined by the attention given to each project, the quality of your portfolios and process work, your positive engagement in the class activitives, and your record of attendance.

Final grades in this class are based on the following:

50%	Combined Projects
20%	Portfolios (with Process archive)
10%	Quizzes
10%	Exercises
10%	Participation

There is no extra credit available for the class. You do have the opportunity to refine final project work for your final portfolio.

finally...

special needs

There are lot's of things that can affect classroom performance. If you have special needs or are concerned about meeting the requirements of the class, please talk to me as soon as possible in the first weeks of the semester so we can address the issues.

questions ?

Do ask questions — before class, during class, in your Check-ins, or anytime after class. If you want to chat privately you can Ping me on Basecamp, or come visit me in my office. I will address your questions as promptly and directly as possible.

campus emergency procedures

These are posted on Basecamp and in the classroom.

207 Typography I Calendar

● ● = assignment for next class
~~ = video to watch or reading for next class

WEEK 1 1/21–1/23

W   Topic >>> Course Overview
           EXERCISE #1: letterspacing
WATCH~~ GFC LEARN: Beginning GD: Typography
READ ~~ TWT: Letter / Anatomy + Size
HAVE ● ● EX #1: letterspace first pencil trace; black markers

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WEEK 2 1/28–1/30

M   Topic >> Anatomy + Size
           EX #1: re-spacing, re-tracing, marker work
READ ~~ TWT: Text / Kerning + Tracking
HAVE ● ● EX #1: positive letterspacing filled in w/ black marker

W   Topic >> Space, Kerning, Tracking
           EX #1: review work
           PROJECT 1 visual semantics

READ ~~ TWT: Letter / Type Classification
HAVE ● ● EX #1: finals, **P1**: concepts, mind mapping

WEEK 3 2/4–2/6

M   Topic >> Type Classification
           Review/develop concepts
READ ~~ TWT: Letter / Type Families + Super Families
HAVE ● ● **P1**: thumbs, roughs, rough comps (marker)

W   Topic >> Type Families
           Desk crits / develop concepts
           Demo/Review >> Adobe Illustrator
READ ~~ AIGA: Eye on Design / Happy 90th Birthday to Futura
HAVE ● ● **P1**: comps (digital) native files on screen

WEEK 4 2/11–2/13

M   Topic >> Futura-ness
           Demo/Review >> PDFs for screen + print
           In prog crit >> digital comps on screen PDFs
HAVE ● ● **P1**: semifinal work printed B&W laser

W   Critique >> printed semi-finals
           Refine, revise finals
READ ~~ TWT: Caps + Small Caps; DIH: U&lc; FONTS.COM: U&lc
HAVE ● ● **P1**: final work printed commercially

WEEK 5 2/18–2/20

M   Topic >> Sorts & Cases... U&lc
           PROJECT 2 typographic hierarchy
READ ~~ TWT: Letter / Scale; fonts.com: Typographic Hierarchy
HAVE ● ● **P2**: concepts, thumbs

W   Topic >> Hierarchy: directing the read
           Discuss/review concepts + thumbs; draw roughs
READ ~~ TWT: Text / Line Spacing + Alignment
HAVE ● ● **P2**: roughs + rough comps (marker)

WEEK 6 2/25–2/27

M   Topic >> Line Spacing + Alignment
           Desk crits / roughs, rough comps (marker)
READ ~~ TWT: Text / Punctuation, Numerals
HAVE ● ● **P2**: comps (digital) PDF on screen

W   Topic >> Numerals + Punctuation
           In prog crit on screen / develop work
HAVE ● ● **P2**: semifinal work printed B&W laser

WEEK 7 3/4–3/6

M   Critique >> printed B&W semi-finals
           PROJECT 3 typeface research
WATCH~~ Type History video; Gutenberg Process video
HAVE ● ● **P3**: initial research

W   Topic >> Type History, Historical Styles
           Expand research
READ ~~ DIH: explore history; TWT: Grid / Golden Section
HAVE ● ● **P2**: type hierarchy finals; **P3**: research revised, printed

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WEEK 8 3/11–3/13

M   Topic >> Grids are Golden
           Present type hierarchy finals
           Turn in printed research for mark-up
WATCH ~~ GCFLEARN / Beginning GD Color
HAVE ● ● **P3**: concepts, thumbs

W   Topic >> Color in Design
           Desk crits, develop concepts

READ ~~ DIH: Design / Posters; 1840 / Posters
HAVE ● ● **P3**: rough comps (2 directions) showing content + color

           ● ● MIDTERM PORTFOLIO Due by Friday 3/15

M   Topic >> Composition + Storyboarding
        Critique >> ½ scale rough comps
        PROJECT 4 letter animation
WATCH~~ HOW: 12 Principles of Animation in Motion Design
HAVE • • **P3**: content in digital file / PDF for screen review
        P4: concepts for animation

W   MIDTERM MEETINGS
        Small group sharing / develop posters + storyboards
HAVE • • **P3**: comps printed B&W for posters
        P4: sketch storyboard for animation

M   MIDTERM MEETINGS
        Small group critiques >> B&W poster comps
        Tutorials: Adobe Animate
HAVE • • **P4**: begin animation digital file

W   Topic >> Typeface Personality
        Desk crits: posters + animations
HAVE • • **P3**: final printed poster + statement
     • • **P4**: develop animation

M   Present >> final posters
        Develop animations
HAVE • • **P4**: final animations

W   Present >> final animations
        Project 5 synthesis

        Topic >> Beauty + Research
HAVE • • **P5**: mind mapping, research, 3 concepts/items

M 4/16 Topic >> Type + Image + Narrative
        List possibilities for imagery
        Plan for image making

HAVE • • **P5**: ideas thumbnail <u>sketches</u> for visuals

W 4/18 Topic >> Book-ness
        Examples of artist books
READ ~~ TWT: Grid / Multicolumn, Modular
HAVE • • **P5**: mock-up, grid, text, imagery sketched in

M 4/23 Topic >> Typeface Selection
        Demo/Review >> Adobe InDesign
        Master Pages, Margins, Columns, Styles

READ ~~ TWT: Grid / Baseline Grid
HAVE • • **P5**: grid, text placed / styles begun

W 4/25 Topic >> How Images Communicate
        Demo/Review >> Adobe InDesign + Photoshop
        Images, Formats, FPO
HAVE • • **P5**: images prepared — ready for placing

M   Topic >> Unity, Variety, Spot Colors
        Demo/Review >> Spot Colors
        Make PDFs — Reader Spreads
HAVE • • **P5**: Reader Spreads printed in B&W

W   Topic >> Paper + Binding
        Demo of binding options

HAVE • • **P5**: semi-final books — B&W w/ 1 Spot color

M 5/7   Desk crits / semi-final books
        Develop final
HAVE • • **P5**: final books commercially printed

W 5/9   Final critiques on **P5**: **synthesis**
        Students will present final books

        • • FINAL PORTFOLIO Due by Friday 5/11 • •

W 5/15 12:30–2:30pm
        Quiz bowl (fun & prizes!)