

ART 308

Section 2
5pm M & W
Fall 2018

AMY CANNISTRA

acannest@uwsp.edu
414-881-1122

TYPE TWO

COURSE OVERVIEW

This class focuses on communication with type—visually, expressively and functionally. There will be the usual classroom activities—lectures, discussions, research, writing, demos, critiques, etc., and there will also be time for play, laugh, dance, meditation and competition! You will receive feedback on your work via one-on-one (instructor/student) sessions, casual in-progress pin-ups, and thorough group critiques.

There will also be opportunities for you to reflect on, write about and present your work, debate typeface designs, and ponder the answer to everything in the universe. Your contributions to the course in many different forms are highly valued.

COURSE OBJECTIVES

This course will develop your abilities to:

- Use type as an experimental medium
- Convey meaning and nuances of voice with type
- Build systems of rich typographic hierarchies
- Combine typefaces and type styles for specific uses and audiences
- Describe and discuss type within the context of design history
- Gain proficiency in professional typesetting

COURSEWORK

Type Experiments

Throughout the semester you will receive prompts for exploring typography.

Design Problems

You will address four major design problems

P1. ESSAY + MEANING

Experimental use of type to interpret/communicate concepts in a provided essay. Installation of result along with observation of audience interactions.

P2. INFORMATION HIERARCHY

Codification of text presented for public use. Selection of typefaces, format, layout and type styles to make information clear and accessible.

P3. POETRY SERIES

Analysis of voice in different poems and interpreting the pieces with type on the printed page and in motion for the screen.

P4. MAGAZINE PROTOTYPE

Research and creation of concept, content for a magazine as well as specifying required typographic styles for print and screen.

PDF Portfolio

Document your work in this class with photographs along with writing. This documentation will create your final PDF portfolio.

COURSE MATERIALS

Some materials and tools will be available to you through the department resource rooms. You are responsible for acquiring your own materials for class. Specific tools required class include:

- cork-backed ruler
- X-acto knife / blades
- tracing paper
- pencils, pens, markers
- digital archive space / strategy

ATTENDANCE

Attendance is **CRUCIAL**. Promptness to class is expected. Absences or lateness will dramatically effect your grade because your understanding of the subject matter and projects will suffer.

YOU MUST BE IN CLASS TO BENEFIT FROM THE THINGS WE DO IN CLASS.

- Arriving/Leaving FIVE minutes late will be noted. TWO of either counts as ONE missed class
- Handing in projects late or incomplete will count as an absence of that day. The project will be discounted one letter grade for each day of lateness.
- If you are absent I expect you to contact a fellow student and find out what you have missed and what is required for the next class. Do not expect me to "catch you up" the next time we meet – this usually leads to being behind two classes and is very hard to overcome.
- Contact me with specific questions after you have familiarized yourself with the assignment.
- 3 absences will lower your semester grade an entire letter grade.

OFFICIAL UWSP POLICY

Attend all your classes regularly. We do not have a system of permitted "cuts."

If you decide to drop a class, please do so using access SPoint or visit the Office of the Registrar. Changes in class enrollment will impact your tuition and fee balance, financial aid award and veterans educational benefit.

During the first eight days of the regular 16 week term, your instructor will take attendance (see Attendance Roster Reporting). If you are not in attendance, you may be dropped from the class. You are responsible for dropping any of your enrolled classes.

If you must be absent during the term, tell your instructor prior to the class you will miss. If you cannot reach your instructor in an emergency, contact the Dean of Students Office at: 715-346-2611 or DOS@uwsp.edu

If you are dropped from a class due to non-attendance, you may only be reinstated to the class section using the class add process. Reinstatement to the same section is not guaranteed. Your instructors will explain their specific attendance policies to be followed at the beginning of each course.

Off-campus trip by an authorized university group such as an athletic team, musical or dramatic organization, or a class, make appropriate arrangements in advance with the instructor of each class you will miss. If you are absent from classes because of emergencies, off-campus trips, illness, or the like, your instructors will give you a reasonable amount of help in making up the work you have missed.

If you enroll in a course and cannot begin attending until after classes have already started, you must first get permission from the department offering the course. Otherwise, you may be required to drop the course.

If you do not make satisfactory arrangements with your instructors regarding excessive absences, you may be dismissed. If you are dismissed from a class, you will receive an F in that course. If you are dismissed from the University, you will receive an F in all enrolled courses.

ATTENDANCE CONTINUED

Absences due to Military Service

You will not be penalized for class absence due to unavoidable or legitimate required military obligations, or medical appointments at a VA facility, not to exceed two (2) weeks unless special permission is granted by the instructor.

You are responsible for notifying faculty members of such circumstances as far in advance as possible and for providing documentation to the Office of the Dean of Students to verify the reason for the absence. The faculty member is responsible to provide reasonable accommodations or opportunities to make up exams or other course assignments that have an impact on the course grade. For absences due to being deployed for active duty, please refer to the Military Call-Up Instructions for Students.

Medical absences / disability related allowances

As a faculty member, I do not collect any medical documentation. If you are absent from class due to a medical reason or for symptoms related to a disability, work with the Disability and Assistive Technology Center in Albertson Hall 609.

I work with the DATCenter to provide reasonable and appropriate accommodations to students with disabilities (both visible and invisible) and to provide assistance to students with temporary impairments such as a broken bone, recovery from surgery, or recuperation from a short term illness. If you are a student with a disability, or if you acquire a disability or impairment, please work with the DATC for all accommodations and notifications.

Any student wishing to use accommodations due to a disability or impairment, must work in conjunction with the DATC. All verifications for accommodations and excused absences will come from DATC.

TURNING IN WORK

P1, P2, and type experiments will be turned in for grading as a portfolio at Midterm. A detailed mid-term prep sheet will be handed out. P3, P4, and type experiments will be turned in for grading at the end of the semester.

FEEDBACK & GRADING

In general, you will get feedback in 1-on-1 meetings, group pin-ups, and class critiques. The work you do for the Type Experiments will be evaluated on the energy you put into them, the documentation and presentation of your process and results.

The work you perform in response to the major Design Problems will be evaluated on process, concept and craft.

Process is graded on *quantity & quality*. Your breadth of research and depth of exploration shown in documentation is essential. Organization of process is expected.

Concept is graded on *originality & appropriateness*. Your solutions are to be of your own ideation (not copying something) and must address the stated objectives. You are to write reflections for each of your design solutions.

Craft is graded on *refinement and presentation*. Your final pieces should reflect a high level of polish with attention given to the details of presentation. This includes attention given to preparation for your final presentations to class and language used in presentation, discussion and critique.

Specific criteria for evaluation and a grading scale will be provided for each assignment. Late or incomplete projects will lower your final grade on the project. You are welcome to rework any of your solutions for amended grade before the end of the semester.

Your final grade will be determined by the following:

Participation in class activities 10%

PDF Portfolio 25%

Type Experiments 25%

Major Design Problems 40%

Your record of attendance will also influence your final grade in the course.

COURSE TEXT / READINGS

There is no specified text for this course. Readings or viewings will be assigned during the semester to extend your thinking on design and typography. You are expected to take notes on these and participate in follow-up discussions.

SUBSCRIBE

UWSP Graphic Design students are expected to subscribe to a design magazine or follow design feeds or blogs. Student discounts are available for some publications.

INCLUSIVITY STATEMENT

It is my intent that students from diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the everyone brings to this class be viewed as a resource, strength and benefit. I seek to utilize materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

SPECIAL NEEDS

If you have special needs we should consider regarding this course, please speak with me early in the semester.

CELL PHONE USE

Place your cell phone on the table top.

During work times REASONABLE use of cell phones is permitted. If this rule is abused cell phones will be "boxed" during class time.

Details discussed in class the first day of class.

Voice your thoughts

Express your opinions

Ask questions

Engage whole-heartedly

Be open to new ideas

Accept critique

Evaluate what is being said

Ask for clarification

Defend your work

We are all human

Be respectful

Be honest

Be brave

Be passionate

Challenge yourself and others

Move beyond your comfort zone

Always consider the source

Always consider motivation behind rumors

Avoid gossip

Become resilient

Be an advocate for good typography

good design

and good in the world

COURSE CALENDAR

NOTE * This is a general outline

Projects will be accompanied by a description sheet outlining process & include a detailed calendar

WEEK ONE

9.3 Labor Day
9.6 Introductions / E1

WEEK TWO

9.10 #UWSPTYPETALKS | Intro P1
9.12 P1 concept discussion

WEEK THREE

9.17 #UWSPTYPETALKS | P1
9.19 P1

WEEK FOUR

9.24 #UWSPTYPETALKS | P1 | Intro P2
9.26 P1 final presentation

WEEK FIVE

10.1 #UWSPTYPETALKS | P2
10.3 P2

WEEK SIX

10.8 #UWSPTYPETALKS | P2
10.10 P2

WEEK SEVEN

10.15 #UWSPTYPETALKS | P2 | Intro P3
10.17 P2 Final presentation

WEEK EIGHT

10.22 #UWSPTYPETALKS | P3
10.24 P3
10.27 Midterm portfolios due

WEEK NINE

10.29 #UWSPTYPETALKS | P3
10.31 P3

WEEK TEN

11.5 #UWSPTYPETALKS | P3 | Intro P4
11.7 P3 final presentation

WEEK ELEVEN

11.12 #UWSPTYPETALKS | P4
11.14 P4

WEEK TWELVE

11.19 #UWSPTYPETALKS | P4
11.21 No Class - HAPPY THANKSGIVING

WEEK THIRTEEN

11.26 P4
11.28 P4

WEEK FOURTEEN

12.3 P4
12.5 P4

WEEK FIFTEEN

12.10 P4
12.12 P4 final presentation
12.15 Final portfolio due

WEEK SIXTEEN

12.18 Individual Meetings
Times to be determined