ART 308
Typography II

Section 1, M/W 8am–10:30am   NFAC 182/172 Department of Art & Design UW-Stevens Point

Instructor: Diana Hoover | NFAC 181 | Office Hours: M/W 10:30–11:30am | 715-308-8857 (mobile) | dhoover@uwsp.edu

This class focuses on communication with type — visually, expressively and functionally.
We will use type as a tool to build systems of rich and deep hierarchies, and as an experimental medium to convey meaning and nuances of voice. Coursework is designed to advance your ability to manipulate type creatively and to increase your overall skills in typesetting, layout and composition. Through the course you will gain greater understanding of type use and its history.

There will be the usual classroom activities (lectures, discussions, projects, research, writing, demos, critiques, etc.) and there will be some time for playing with type and the making of letterforms. Throughout the semester you will receive feedback on your design work. You are asked to contribute to our various class activities.

Additionally there will be specific and regular opportunities built into the class for you to ask questions about assignments, content and give feedback about the class and instruction you are receiving. A midterm evaluation will be issued.

General Course Objectives

Through this course you will be able to:
• cultivate experimentation with type
• implement type styles and treatments to communicate meaning
• devise a suite of typographic styles for publication
• discuss the trajectory of type history in design
• gain proficiency in typesetting essentials

Major Projects

Your work consists of four (4) major projects and two short-term assignments.
With each of these you will receive specific instructions on parameters and expectations and a calendar with due dates.

1. Type / Texture / Meaning
Experimental use of type to interpret and communicate concepts in a provided essay.

2. Information Hierarchy
Codification of text, choosing format, layout and type styles to make clear information presented for the public.

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

4. Magazine Prototype
Research and creation of the concept, visual identity and content for a magazine, as well as specifying required typographic styles for print and screen.

Turning in Work / Portfolio

At midterm you will turn in your physical work (final solutions and process) for the first two projects for grading. Method of organization of your process is up to you. For the final, you will turn in the last two projects (final solutions and process) for grading. Additionally, you will build a digital (PDF) portfolio presenting your work on all four projects. It is to contain representations of your process, quality photographs of your final solutions and written text describing the work. You will upload your PDF portfolio to our class Basecamp space.

Type is language made visible.

✑ This classroom is a community

• Voice your thoughts and ask questions • Share your passion • Accept critique, ask for clarification and be open to other ideas • Go outside of your creative comfort zone • Be respectful, honest and brave • Become resilient • Always consider the source and the motivation •

Attendance

Attendance to all scheduled classes is mandatory. Be in class on time and stay for the duration of the period. Have your design materials, tools and required work for the day's activities. If you are absent check with a classmate and your course calendar to get filled in on what you missed. I am happy to meet with you to answer any questions you might have on that information.

Avoid accumulating more than two absences. Your final grade will be affected if you have more than this unless you have extenuating circumstances. The determination of this (excused or unexcused absence) is made through Disability and Assistive Technology. They will inform me if you have substantiated reasons for missing class. It will be helpful if you inform me about any planned absences before they occur.

Course Text / Readings

There is no specified text for this course. Readings or video 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 a blog. Student discounts are available for some publications. (See list on Basecamp.)

Evaluation / Grading

You will get regular feedback on your work through one-on-one sessions (instructor/ student), informal in-progress group pin-ups, and class critiques. For grading purposes, projects will be evaluated on process, concept and craft.

PROCESS is graded on quantity and quality. Quantity = the depth of your exploration to find options. Quality = not just easy, surface ideas, rather a breadth of experimentation is shown in your documentation. Organization of your process is expected; the method is up to you.

CONCEPT is graded on the originality of your concept and how well your solution addresses the stated objectives. You will be required to write statements about your design solutions.

CRAFT is graded on the level of attention to detail and finesse in your final solutions It also includes preparation of final presentations to class.

A grading rubric will be provided for each project spelling out the criteria for evaluation and the grading scale. You may rework projects for the final portfolio. Late or incomplete projects will lower your final grade on the project and, consequently, in the class.

Your final grade will be determined by the following:

All Major Projects	50%
Short-Term Assignments	20%
Midterm and Final Portfolio	20%
Participation in class activities	10%

Course materials

You will need for this class:

• stainless steel cork-backed ruler • X-acto knife / blades • tracing / marker paper • pencils, pens, markers

• adhesive for mounting • board for mounting (possibly) • portfolio / container • digital archive strategy

Inclusivity Statement

It is my intent that students from all diverse backgrounds and perspectives be well-served by this course, that everyones learning needs be addressed both in and out of class, and that the diversity that the students bring to this class be viewed as a resource, strength and benefit. It is my intent 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 Note:
If you have any concerns, now or at anytime during the semester, regarding the requirements for this course, my expectations, your grades, or any issues that arise, please talk with me directly so we can find a solution together. If you have any special situations that I need to be made aware of, please discuss them with me as soon as possible to accommodate your needs. Anything you share will be kept confidential.

COURSE CALENDAR

NOTE: This is a general outline for the semester.
All projects & assignments will be accompanied by a description sheet outlining process and calendar with due dates.

WEEK 1	9/4		WEEK 9	10/30	project 3
	9/6	course overview / #1 short-term assignment (STA)		11/1	project 3
WEEK 2	9/11	#1 STA work / intro project 1: expressive type	WEEK 10	11/6	project 3
	9/13	finals #1 STA / project 1		11/8	project 3 / intro project 4: magazine prototype
WEEK 3	9/18	project 1			
	9/20	project 1	WEEK 11	11/13	project 4
				11/15	project 4
WEEK 4	9/25	project 1 / intro project 2: information hierarchy			
	9/27	project 2	WEEK 12	11/20	project 4 / #3 STA
				11/22	project 4 / #3 STA
WEEK 5	10/2	project 2			
	10/4	project 2	WEEK 13	11/27	project 4
	DESIGN CAMP 2017			11/29	project 4
WEEK 6	10/9	project 2	WEEK 14	12/4	project 4
	10/11	*class meets asynchronously online*		12/6	project 4
WEEK 7	10/16	project 2	WEEK 15	12/11	project 4
	10/18	project 2 / #2 STA		12/13	project 4
				12/15	final portfolios due
WEEK 8	10/23	finals #2 STA / intro project 3: poetry series			
	10/25	project 3	WEEK 16	Mon 12/18 12 – 4pm	
	10/27	midterm portfolios due		finals: individual meetings	