Typography II

is a class that focuses on comunication with type. Type will be looked at as an expressive and functional tool used to convey the meaning of content. During the course we will develop layout and compositional skills, while learning the essentials of manipulating type and exploring conceptual possibilities.

expectations

This course is composed of lectures, presentations, demonstrations, critiques, and studio time. You are responsible for reading all materials assigned and writing when it is requested. Involvement in studio time, class critiques and discussions will be a valuable opportunity to see how others approach their work. When helping you with your work I will focus your attention on your process to help you develop an awareness of your creativity. Often this may feel like I am not giving you the help you are expecting. Instead, I am trying to help you make discoveries.

final portfolio

You must produce a finished and well organized portfolio by the end of the semester. This should be comprehensive- including rough work, conceptual work, writings, readings and anything else you do for the class. Methods for organizing this are up to you.

special needs

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

grading

Projects, attendance, class participation and the seriousness you bring to assignments discussions and critiques will establish your final grade. When evaluating your work I will look at the degree of exploration and inquiry that has taken place. Project grades will represent levels of refinement in both craft and conceptual development. Documentation of process is essential. Projects redone for the final portfolio can increase one letter grade at most.

- *Four main projects-*   *3/4 of grade*
- *In class contributions -*   *1/8 of grade*
- *In class assignments -*   *1/8 of grade*

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.

- *3 absences will lower your semester grade a full letter.*
- *Arriving 5 minutes late or leaving five minutes early will be noted -2 of either will count as an absence*
- *Handing in projects late or incomplete will count as an absence on the day they are due and the project will be discounted one letter grade for each day of lateness.*

missed classes

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.

ART 308
Typography II:
section 1
M W 2:30 - 5
NFAC 182/172
Instructor
Stuart Morris
stmorris@uwsp.edu
715 346-4483

assignment #1
Type and texture - The first read

assignment #2
Timetable - codification and hierarchy

assignment #3
Poetry - type as voice

assignment #4
Multi page book form - Magazine prototype with masthead, cover, style sheets, table of contents and sample spreads.

in class assignments
Several in class projects will be assigned. These will usually need to be completed during the class period assigned. Always bring your tools and supplies to class so you are prepared to work.

materials
X-acto knife and blades
tracing paper
mat board
utility knife
adhesive
digital storage media
cork backed ruler
process organize
portfolio holder

text rental:
The Complete Manual of Typography
James Felici

and subscribe to one of the following:
Print
Metropolis
Communication Arts
Graphis
I.d.
Eye
Wired
CMYK

ASSIGNMENTS

1st week   *september 7*
wed -   intro class / in class typesetting
                 introduce first project

2nd week   *september 12/14*
mon -   present concept bring rough
                 sketches for project
wed -   bring computer roughs

3rd week   *september 19/21*
mon -   **computer comps due**
                 observe public presentation
wed -   **final due**
                 share public presentation
                 introduce project 2

4th week   *september 26/28*
mon -   present concept with sketches
wed -   review computer roughs

5th week   *october 3/5*
mon -   **computer comps due**
wed -   refine

6th week   *october 10/12*
mon -   **final due**
                 begin translating to screen
wed -   post time tables
                 work in class

7th week   *october 17/19*
mon -   work in class
wed -   screen crits

8th week   *october 24/26*
mon -   **final due**
                 introduce poems
wed -   work with poetry

9th week   *october 31 november 2*
mon -   consider roughs
wed -   **computer comps due**

10th week   *november 7/9*
mon -   **final due**
                 present poems
wed -   begin project 4

11th week   *november 14/16*
mon -   rough: concept, TOC, Dummy,
                 paper choice and grid in class
wed -   rough: masthead and styles

12th week   *november 21/23*
mon -   present comps of masthead
wed -   assemble material

Thanksgiving 24-27

13th week   *november 28/30*
mon -   desk crits full magazine
wed -   roughs of package

14th week   *december 5/7*
mon -   comps of complete magazine
                 trade and mark up comps
wed -   desk crits

15th week   *december 12/14*
mon -   work in class
wed -   present and critique magazines
                 last day of class

finals week *december 19*
mon -   8:00 - 10:00

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CALENDAR