

Art 3205

Winter Quarter 2008
M/W 2:00 pm – 4:20 pm

Applied Typography

Instructor: Karen Gutowsky
Email: kgz@spu.edu
Office Hours: M-W 10:20-11:00/1:20-2:00/4:20-5:00
Course Website: myhome.spu.edu/kgz/3205

Course Overview

To allow the student to examine eight typographic systems which structurally shape and organize visual communication. In this course the student will gain an understanding in typographic criteria such as hierarchy, reading order, legibility, meaning, and interpretation. Students will explore the interdependent nature of type, shape and image as it relates to visual communication. Students will have the opportunity apply knowledge of various typographic structures to a final project.

Course Objectives

Objective for this course is to help the student gain a better understanding of using typography to communicate ideas and messages while gaining greater control and freedom using a structural typographic system.

- Greater understanding of typographic structural systems, enabling the student to have better control over word and image organization.
- Create great understand of organization principles such as hierarchy and dominance.
- Offering students a set of decision making tools for applied type and image.
- Helping the student to understand the grid system of organization while at the same time breaking out of the traditional structure for page layout.

Course Description

- 1. Reading:** Regular reading assignments will be required during the quarter.
- 2. Lectures:** Weekly lectures will be given discussing the theories of typographic systems.
- 3. Projects:** Weekly sketches and exercises along with a final project.
- 4. Class Critiques:** Students are expected to participate in class critiques and discussions.
- 5. Quizzes:** Students will be required to take weekly quizzes throughout the quarter.

Course Evaluation

This course will be evaluated based on the following criteria: attendance; in-class participation; lectures and critiques; readings; weekly exercises and final design project.

Attendance/Participation: Regular attendance is expected and required. You are expected to notify the professor regarding an illness or family emergency prior to an absence. More than two unexcused absences or late attendances will lower your grade one increment for example (A to A-). More than two missed/late homework assignments will lower your grade one increment (A to A-). Critique participation is expected. At the end of the quarter students must submit an email confirmation of online banner evaluation for complete credit. **(10%)**

Quizzes from Reading: Required text, *Typographic Systems*, by Kimberly Elam (available at Amazon.com)/ Required weekly readings, quizzes and in-class discussions. **(20%)**

Course Exercises: Weekly exercises of the eight typographic systems **(50%)**

Final Project: Student will produce a final project that incorporates the eight typographic systems. The student will print and mount the project along with producing the final in InDesign. The student will hand in the InDesign file at the end of the quarter for complete credit. **(20%)**

Requirements

Students are expected to have a comprehensive knowledge of the following software programs: Adobe Photoshop, Adobe Illustrator and Adobe InDesign. If students feel a need to gain skills in these areas they may want to obtain additional training either through textbooks, online tutorials or one-on-one support.

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Course Grading

“A” Consistently near the top of the class in scores, organization, and quality of work. Has reasonable grasp of the big picture and able to interrelate and grasp implications as translated through their projects. Excellent organization. Assignments are clear, well organized neat and thorough. Consistently on time, doesn't miss class, and participates regularly. Thus: “excellent attainment.”

“B” Solid knowledge, comprehension, and execution. Good organization. Consistent follow-through on assignments with good quality (neatness, conceptual comprehension, organization). Reasonably good scores, indicating a grasp of most major concepts. Some deficits may remain, but usually of noncritical nature. Participates readily in class. Consistently on-time, doesn't skip class. Thus: “highly satisfactory attainment.”

“C” Have been largely consistent to turn in assigned materials and to participate in class, but have shown some lapses in comprehension and execution, illustrated by low scores, yet has demonstrated a basic ability and comprehension of the core knowledge and skills. Functional organization. Late for class, or skipped too many classes altogether. Thus: “satisfactory attainment.”

“D” Turned in enough assignments and did enough on assignments to show some understanding of the concepts, yet exhibiting serious deficits in important concepts. Demonstrated a lack of ability to solve basic problems and integrate the course material (poor scores and demonstrated understanding). Minimal organization. Late for class, or didn't bother coming on too many occasions. Thus: “insufficient attainment with credit.”

“E” Serious deficits in turning in assignments or attending regularly. Generally, you have to work at it to earn this grade. If you don't do the work, “Insufficient attainment with no-credit allowed,” will be the result.

It is the responsibility of the student to meet with another class member to review missed information, assignments, and expectations for the next class session. Find a reliable study partner to share this responsibility with.

Late Assignments: Late ‘exercises’ will not be given full credit. I will **not** accept any late papers, quizzes or final assignments without a “University Accepted Excuse”.

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Syllabus

Monday

Wednesday

Working Material

Students are expected to bring working material such as sketch pads; pens and markers; straight edge; xacto knife; cutting boards; glue sticks and other graphic material which will enable them to work in class.

1/5

- Course intro and goals
- Assign Axial System

1/12

- Due: Final Axial Comp
- Assign Radial System
- In-class work session

1/19—No Class

1/26

- Reading: Typographic Systems, Chapter 3 + Quiz
- Due: Phase One (5) Dilatational System Sketches

2/2

- Reading: Typographic Systems, Chapter 4 + Quiz
- Due: Phase One (5) Random System Sketches

2/9

- Reading: Typographic Systems, Chapter 5 + Quiz
- Due: Phase One (5) Grid System Sketches

2/16—No Class

2/23

- Due: (2) Transitional System Computer Studies
- Assign Modular System
- Assign Final Project

3/2

- Due: (2) Modular System Computer Studies
- Assign Bilateral System
- In-class work session

3/9

- Due: (2) Bilateral System Computer Studies
- InDesign Tutorial

3/16 —

- Sketches Final Project
- In-class work session

1/7

- Reading: Typographic Systems, Chapter 1 + Quiz
- Due: Phase One (5) Axial System Sketches + (2) Axial System Studies

1/14

- Reading: Typographic Systems, Chapter 2 + Quiz
- Due: Phase One (5) Radial System Sketches

1/21

- Due: (2) Radial System Computer Studies
- Assign Dilatational System
- In-class work session

1/28

- Due: (2) Dilatational System Computer Studies
- Assign Random System
- In-class work session

2/4

- Due: (2) Random System Computer Studies
- Assign Grid System
- In-class work session

2/11

- Due: (2) Grid System Computer Studies
- Assign Transitional System
- In-class work session

2/18

- Reading: Typographic Systems, Chapter 6 + Quiz
- Due: Phase One (5) Transitional System Sketches

2/25

- Reading: Typographic Systems, Chapter 7 + Quiz
- Due: Phase One (5) Modular System Sketches

3/4

- Reading: Typographic Systems, Chapter 8 + Quiz
- Due: Phase One (5) Bilateral System Sketches

3/11

- Sketches Final Project
- In-class work session

3/17 — FINAL Tuesday 1 pm - 3 pm
— Final Presentation of eight exercises and final project.