



Typography 1, Fall 2012, GD 213 ( 01, 02 )  
TTh 12:15 - 1:30 (01), 1:40 - 2:55 (02)  
Meeting Location: Dodds 203  
3 credit hours

Matthew Solomon, Assistant Professor  
Office: Dodds 201  
msolomon@newhaven.edu  
(401) 451 3833

## COLLEGE OF ARTS & SCIENCES

Department of Art & Design

### Course Description

*Projects focus on problem solving through implementing design principles of typography to develop and sharpen skills required for the graphic design profession.*

*{ 3 credit hours. }*

### COURSE SYLLABUS

This course is a continuation of typography 1 and will focus on conceptual and technical elements of typographic layout, language, terminology, and use of typography in graphic design communications. This course will additionally examine how typographic choices affect the meaning and reception of a message.

### PROJECTS / ASSIGNMENTS OVERVIEW

Projects will encourage students to play close attention to craft and typographic execution. Assignments will focus on grids and grid structures, along with composition and experimentation.

### GD TIMELINE, LECTURES, & PRESENTATIONS

Through visual aides, students will gain an understanding of where design came from: where design was in the 1920's (Commercial Art); 1960's (Graphic Arts); 1990's (Graphic Communication; and today (Graphic Design + Arts and Technology?).

Visual Aides include movies / documentaries / type-in-motion films & shorts / example projects and images.

### EXPECTATIONS DURING SEMESTER

#### Studio Format

The format of the class will be broken up into different critique/ evaluation settings:

Full-Class Critiques, Small Group Critiques, Individual Critiques

In-Class Lectures, In-Class Tutorials

Quizzes / Exams

Students should expect that work will not typically be done in-class. Assignments are expected to be done outside of class and it is expected that work / homework will be completed before the start of class. ( This means printouts are in-hand ... no printing will be done during class time ).

### END OF SEMESTER EXPECTATIONS

Students will be creating dynamic, stimulating work which displays sensitivity to typography and proper type etiquette.

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More than one absence  
will result in one full letter  
grade drop

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If you miss more than two  
weeks worth of classes  
you will not be able to pass  
this course.

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#### **OFFICE HOURS**

Monday/ Wednesday 12:05-3:05

#### **LAST DAY TO DROP A COURSE**

February 5

#### **FINAL EXAM**

Tuesday, May 14th, 2-4PM

#### **Attendance**

All students are expected to attend regularly and promptly to all their classes, appointments, and exercises. While the university recognizes that some absences may occasionally be necessary, these should be held to a minimum. A maximum of two weeks of absences will be permitted for illness and emergencies. The instructor has the right to dismiss from class any student who has been absent more than the maximum allowed. After the last date to drop as published in the academic calendar, a student will receive a failure (F), if failing at that point, or a W, if passing at the time of dismissal.

Additionally, attendance will be taken at each class. You are allowed one (1) unexcused absences from class. Any unexcused absences beyond 1 will result in a full letter grade drop on your overall course grade. If you miss more than two weeks worth of classes you will not be able to pass this course.

You should be prepared to work in each class and while there will be studio time during class time, you should also expect to work outside of class to complete projects to the best of your abilities. Remember, just as you would with written papers for "traditional" lecture courses, your first attempt and drafts may often need revisions, edits and improvements!

If you know that you are going to miss a class session, please contact me so that we can arrange for you to receive the information, assignments and other materials that may be covered during the class period in question.

#### **Academic Integrity Policy**

Academic integrity is a core University value which insures respect for the academic reputation of the University, its students, faculty and staff, and the degrees it confers. The University expects that students will conduct themselves in an honest and ethical manner and respect the intellectual work of others. Please be familiar with the UNH policy on Academic Integrity. Please ask about my expectations regarding permissible or encouraged forms of student collaboration if they are unclear.

Students are required to adhere to the Academic Integrity Policies found in the Student Handbook.

#### **Adding/ Dropping**

Last day to drop a course:

MONDAY, SEPTEMBER 26

A student who wishes to add or drop a course must refer to the deadline dates as published in the undergraduate academic calendar Drop/Add forms are available online and from the Undergraduate Records Office.

Please refer to the student handbook for more information regarding adding and dropping.

#### **Final Exam**

Students are required to attend class on the day of the final exam scheduled by the University. There will be a written examination for this course in addition to a final critique.

Final Exam: Tuesday May 14th, 2-4PM

### **Grading**

50% Assignments

20% Final Portfolio

30% Final Exam

### **Grading Scale**

If not already familiar with the University Grading system, visit [www.newhaven.edu/academics](http://www.newhaven.edu/academics). Grading is on a 4.0 scale.

### **Assignments**

Based on the timing of the course, three to four major projects will be submitted. These projects will have multiple parts. There will also be quizzes to be factored into this category.

### **Final Portfolio**

A final portfolio of work must be submitted. It will contain all assignments and sketchbook. The final portfolio must contain revisions and final renderings.

### **Blackboard**

Please check Blackboard regularly for updates. A more comprehensive outline of the semester will be posted in the next couple of weeks. Assignments, the syllabus and tutorials will also be placed on blackboard.

### **Course Textbook**

*A Type Primer*, John Kane

### **Other Recommended Books**

*The Elements of Typographic Style*,

Robert Bringhurst

*Typographic Design: Form and Communication*,

Philip Meggs

*Thinking with Type*, Ellen Lupton

*The Cheesemonkies*, Chip Kidd

### **Recommended Websites & Founderies**

[fontbureau.com](http://fontbureau.com)

[typeculture.com](http://typeculture.com)

[typoteque.com](http://typoteque.com)

[lineto.com](http://lineto.com)

[typographica.org](http://typographica.org)

[vllg.com](http://vllg.com)

[underware.nl](http://underware.nl)

[thinkingwithtype.com](http://thinkingwithtype.com)

### **Supplies**

Pencils & Pens

Notebook or Sketchbook

X-Acto Knife With Fresh Blades

Glue Stick

Small Cutting Mat

Ruler

There is a Hull's Art Supply offering a basic kit of larger items that you purchase for many classes. This kit will include a 20 x 26" portfolio, a drawing clip board, a cutting mat and a 24" aluminum ruler. The price of the kit will be \$45 which is cheaper than any area stores and Hull's will deliver these kits to your class.