



## COLLEGE OF ARTS & SCIENCES

Department of Art & Design

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

(203) 479-4270

# TYPOGRAPHY COURSE SYLLABUS

*Type is everywhere around us and acts as the primary visual component of our language.*

*This course introduces fundamental elements and appreciation of letterforms, language, terminology, and use of typography in graphic design communications, and examines how typographic choices affect the meaning and reception of a message.*

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

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### FALL 2012 OFFICE HOURS

Tuesday, 8:15 AM - 12:15 PM

Thursday, 8:15-12:15

Friday 11AM - 3PM

{ Phone or Appointment Only }

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### LAST DAY TO DROP A COURSE

MONDAY, SEPTEMBER 26

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### FINAL EXAM

Section 01

December 13, 2-4PM

Section 02

December 17, 2-4PM

### OVERVIEW

Students will participate in a broad discussion about Typography and its role in the art and profession of Graphic Design. This course will introduce the principles of form and communication that happens with the use of effective typography.

### COURSE GOALS AND EXPECTATIONS

By the end of the semester, students will have become knowledgeable of basic terms in typography, will have an understanding of composition and layout, and will have explored software used in typographic layout / design. Projects will encourage students to pay close attention to craft and typographic anatomy by focusing first on letterforms, then on words & combinations of words, and finally on bodies of text.

### PROJECTS / ASSIGNMENTS OVERVIEW

Students will be assessed by their attention to craft in the areas of measuring, cutting (exacto blade), gluing, "coloring inside the lines"; by attention to details in the practice of typographic layout, and; students will be assessed by their efforts to explore, investigate and experiment with typography within the parameters of their assignment (refer to rubric for grading scale).

To demonstrate their progress, students will be given written quizzes and examinations (final exam) that will demonstrate their knowledge of typographic terms and definitions. Students will also be graded by their class participation and attendance, as well as a final portfolio—submitted both digitally and printed.

### CLASS STRUCTURE

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

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

Full-Class Critiques; Small Group Critiques; Individual Critiques; In-Class Lectures; In-Class Tutorials; and Quizzes / Final Exam.

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More than two absences  
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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### **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 two (2) unexcused absences from class. Any unexcused absences beyond 2 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**

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 courses.

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.

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## FINAL EXAM

Students are required to attend class on the day of the final exam scheduled by the University. There will be two components to the Final Examination for Typography—a written examination in addition to a final critique. For Final Exam Schedule, visit <http://www.newhaven.edu/academics/29258/>

## UNIVERSITY SUPPORT SERVICES

The University recognizes students often can use some help outside of class and offers academic assistance through several offices. In addition to talking with your instructor and advisor, we recommend you contact the Office of Academic Services (OAS) for help with your academic studies (call 203.932.7234 or visit Maxcy 208). The Center for Learning Resources (CLR) in Peterson Library is equipped to help you with writing, mathematics, biology and physics.

## SPECIAL NEEDS

Students with disabilities are encouraged to share, in confidence, information about needed specific course accommodations. The Campus Access Services office ("CAS") provides comprehensive services and support that serve to promote educational equity and ensure that students are able to participate in the opportunities available at the University of New Haven. (203.932.7331  
Sheffield Basement: [http://www.newhaven.edu/student-life/CampusLife\\_StudentAffairs/Campus\\_Access\\_Services/](http://www.newhaven.edu/student-life/CampusLife_StudentAffairs/Campus_Access_Services/)

## GRADING

50% Assignments  
20% Final Portfolio  
10% Participation, Critiques  
20% Final Exam

See Attached Ruberic for Details

## 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

## SUPPLIES

Pencils & Pens  
Notebook or Sketchbook  
X-Acto Knife With Fresh Blades  
Glue Stick  
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.

## SCHEDULE / CALENDAR

There will be 4 or 5 projects for the semester. Interspersed between these projects will be critiques, quizzes and tutorials.

We may have a visiting designer come and speak to the class one day this semester.

The schedule is subject to change due to weather, speed of critiques and how well concepts are grasped by the class as a whole.

There will be a mid-term examination during the month of October, and the final exam will be cumulative.

## DATES OF NOTE

No Classes Held October 8th & 9th  
October 13ish- Mid Semester Exam  
Final Exam Week

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## GRADING RUBERIC

### Typography

GRADE	STUDIO PRESENCE	TECHNIQUE	APPLICATION
<b>A+</b>	good/perfect attendance; excellent class participation; completes assignments on time; comes to every class prepared with files/ printouts/ homework; adds to class conversation; critiques classmates (team player), displays maturity and professional attitude and character in the classroom/ studio setting.	goes above and beyond course requirements in the areas of experimentation, research and process; displays and uses good type etiquette — correcting errors and revisiting initial sketches.	final sketches will demonstrate that a student has embraced typographic concepts and narrowed the process down to their best possible rendition making few/ no typographical errors or faux pas as defined by course assignments. Work is stunning and shows examples of great typographic execution.
<b>A</b>	good/perfect attendance; excellent class participation; completes assignments on time; comes to every class prepared with files/ printouts/ homework; adds to class conversation; critiques classmates (team player), displays maturity and professional attitude and character in the classroom/ studio setting.	completes requirements in the areas of experimentation, research and process; displays and uses good type etiquette — correcting errors and revisiting initial sketches when/ where appropriate.	final sketches will demonstrate that a student has embraced typographic concepts and narrowed the process down to their best possible rendition. Student shows progress and effort. Typographic execution is mature and refined.
<b>A -</b>	good/perfect attendance; participates in class; completes assignments on time; comes to every class prepared with files/ printouts/ homework; adds to class conversation; critiques classmates (team player), displays maturity and professional attitude and character in the classroom/ studio setting.	completes requirements in the areas of experimentation, research and process; displays and uses good type etiquette — correcting errors and revisiting initial sketches when/ where appropriate.	final sketches will demonstrate student's ability to diligently produce refined work. final renditions may contain typographical errors or need improvement conceptually or compositionally. great efforts and experimentation have been conducted.
<b>B +</b>	good/perfect attendance; participates in class; completes assignments on time; comes to class prepared with files/ printouts/ homework; displays maturity in the classroom/ studio setting.	completes requirements for exploration, research and process — makes effort to correct errors and revisits initial sketches.	final sketches will demonstrate that the student completed assignments. final renditions may contain typographical errors or need improvement conceptually or compositionally.
<b>B</b>	good/perfect attendance; participates in class; completes assignments on time; comes to class prepared with files/ printouts/ homework; displays maturity in the classroom/ studio setting.	completes requirements for exploration, research and process — makes effort to correct errors and revisits initial sketches.	final sketches will demonstrate that the student completed assignments. final renditions may contain typographical errors or need improvement conceptually or compositionally.
<b>B -</b>	misses 3 classes or more; participates in class; completes assignments on time; comes to class prepared with files/ printouts/ homework; displays maturity in the classroom/ studio setting.	completes requirements for exploration, research and process — makes effort to correct errors.	final sketches will demonstrate that the student completed assignments. final renditions contain typographical errors and need improvement conceptually and compositionally.
<b>C +</b>	misses 3 classes or more; participates in class; turns work in late; lacks preparedness; displays maturity in the classroom/ studio setting.	completes requirements for exploration, research and process — makes effort to correct errors.	final sketches will demonstrate that the student completed assignments. final renditions contain typographical errors and need improvement conceptually and compositionally.
<b>C</b>	misses 3 classes or more; no class participation; turns work in late; lacks preparedness.	completes most requirements for exploration, research and process — makes little effort to correct errors.	final sketches will demonstrate that the student completed assignments. final renditions contain typographical errors and need improvement conceptually and compositionally.