Course information & syllabus
ART 3413 Typography 2

Course description
This course will emphasize the design of projects that address the investigation of letterforms and their characteristics, spacing, leading, type selection, layout alternatives, terminology, and the use of typography as a communication medium.

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Resources

Instructor contact info
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Resources
For readings, magazines, websites, and books: www.jamesrobertwatson.com
Type: Design, Color, Character & Use, Michael Beaumont
Typographic Design: Form and Communication, Rob Carter, Ben Day, Philip Meggs
Creative Typography, Marion March
An Introduction to Typography, Terry Jeavons & Michael Beaumont
Herb Lubalin, Gertrude Snyder & Alan Peckolick
CA, Print, Before & After, How Magazine

Course objectives
To help students grow as decision makers, creative problem solvers, and persuasive communicators; to:
• open their minds to see and think in new ways.
• practice asking the right questions.
• improve self-confidence and assertiveness.
• practice clear communication of message content.
• encourage a discerning awareness and recognition of the structure and shape of letterforms.
• promote experimentation and creative manipulation of letterforms and typography.
• effectively communicate ideas through typography.
• understand relationships among letterforms, text, typefaces, symbols and other imagery.
• refine layout and composition skills.
• meet deadlines.
• develop valid and persuasive rationale.
• make effective oral and written presentations.
• build a body of impressive design work.

Course project options
Ambigram project
Letterform relationships
WordPix
Symbol design project
Logo/Identity and Stationery package
Proofrading & Find the typos project
Brochure with blocks of text
Poster for play
Typography Sampler
Type self-portrait

Course information
Course Format
Studio based projects with interim and final critiques, in-class exercises, and tests will be included. It is up to the student to achieve fluency in computer use.
Class attendance
Attendance will not be taken, but missing a class will limit information and input from the instructor and the other students and often result in an earned grade of zero for that day's assignment.
Oral communication
Instances of ignorant vernacular (*whatever, uhm, like, ya know what I'm sayin?* etc.) will result in interrupted correction and repetition of message and possible loss of participation points.
Plagiarism
If it's not your idea, you can't use it. If a designer copies anyone's ideas, designs or writings and tries to pass it off as his/her original work the designer will receive a zero for the assignment or project.
Meeting deadlines
Each project and class assignment must be turned in by its deadline - usually at the beginning of class. A grade of zero will be earned for late work unless arrangements have been made *in advance* by phone, text, or email. Reread the previous two sentences and make sure you understand the consequences. Consider that you and I have a business appointment each Monday and Wensday at 3:30 - if you're going to be late, notify me *before* our scheduled meeting.
Project specs
It is the designer's responsibility to understand project specs and deadlines. *You didn't tell us* isn't a valid excuse.
Making excuses
These excuses are unacceptable: *the printer wasn't working, I lost my file, left it at home, woke up late, that's the way the computer set it, car wouldn't start, I didn't have enough time*. The only valid excuses are *I didn't think about it* and *I didn't plan ahead*.
How to earn an A
Attend class regularly and on time, meet deadlines, take thorough notes, conduct thorough research, manage time efficiently, do more than is asked for, participate in discussions and critiques, show strong sense of design, and do not settle for 'good enough'.

Grading and evaluation
Course grade Average of points earned:
50% Major projects and tests
30% Minor projects, class exercises, participation
20% Weekly activities, mind games/puzzles
Grading criteria
Work will be graded on a scale of 0 to 100 with 75 as the average. Points are rewarded as follows:
80 - 99 exceeds criteria and shows initiative.
70 - 79 meets the project specs and criteria.
  1 - 69 does not meet specs nor basic criteria.
     0 not turned in by deadline.
Grading scale Points to letter grades:
90 - 100 = A (89.5 +)
80 - 90 = B (79.5 - 89.4)
70 - 80 = C (69.5 - 79.4)
60 - 70 = D (59.5 - 69.4)
 0 - 60 = F (0 - 59.4)