

Art 3205

Winter Quarter 2011
T/Th 2:00–4:20pm

Applied Typography

Professor: Andrea Leksen Harrison
Email: aharriso@spu.edu
Office Hours: Tuesdays/Thursdays, 10:30am-1:45pm
art3205.blogspot.com

Course Overview

Typography is the art and technique of selecting and arranging type. Good typography makes text visually engaging and easier to read. For better and for worse, typography affects interest and meaning in visual communication. Ideally, the best typography works to highlight and amplify ideas and messages in a passage of text.

This course is a continuation of your studies in typography. Students will examine eight typographic systems which structurally shape and organize visual communication. Students will gain experience working with grid systems as well as non-traditional layout formats. Students will gain a deeper understanding of concepts such as hierarchy, legibility, meaning and interpretation and explore the interdependent nature of type, shape and image as it relates to visual communication.

Course Objectives

The 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. Students will gain a greater understanding of organization principles such as hierarchy and dominance, and will develop a set of decision-making tools for applied typography.

Course Structure

- 1. Reading Assignments.** Weekly reading assignments will be required during the quarter.
- 2. Lectures.** Weekly lectures will be given discussing examples of typographic systems.
- 3. Projects.** A series of weekly exercises and a final project.
- 4. Critiques.** Students are expected to participate in class critiques and discussions.
- 5. Quizzes.** A series of quizzes will be given throughout the quarter.

Course Requirements

Fonts and Software: You will need access to professional quality digital fonts, and the following software programs: Adobe InDesign, Adobe Illustrator and Adobe Photoshop.

Required Textbook: *Typographic Systems of Design* by Kimberly Elam. ISBN: 9781568986876

Course Evaluation

Students will be evaluated based on the following criteria: attendance, in-class participation, readings and quizzes, weekly exercises and final design project.

- 10% Participation:** Regular participation, individually, in breakout groups and in class critiques, is an important part of your development and is expected and required.
- 60% Weekly Projects:** There will be a series of projects developed in workshops and presented in formal critiques throughout the quarter.
- 10% Quizzes:** Quizzes will be based on reading assignments and class discussions.
- 15% Final Project:** The final project is an opportunity to combine skills and concepts learned throughout the quarter.
- 5% Final Presentation & Course Files:** On the last day of class, students must turn in native and PDF files of all projects completed during the quarter. This can be brought in on a memory stick or disc.

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Course Grading

Letter grades will be determined according to the following point scale:

96-100	90-95	87-89	84-86	80-83	77-79
A	A-	B+	B	B-	C+
74-76	70-73	67-69	64-66	60-63	59 & below
C	C-	D+	D	D-	E

Attendance: Regular attendance is expected and required. You are expected to notify me (via email) regarding an illness or family emergency *prior* to an absence. Three unexcused absences will lower your grade one letter (from A to B, for example). Three tardies or early departures equals one unexcused absence. It is the responsibility of the student to meet with another class member to review missed information and assignments for the next class session.

Late Work: Assignments are due at the beginning of class on the due date unless otherwise specified. I do not accept late projects.

Preparedness: Students should bring all necessary supplies and materials to each class session. Students are expected to stay for the duration of the entire class. During class, you are expected to take notes (by hand)—especially during critiques. Do not check e-mail or surf the web during class.

Letter Grades

Consistent with definitions in the SPU Catalog, letter grades in this course are defined as follows:

A *Excellent Attainment*

Consistently near the top of the class in scores, quality of work, and presentation. Has a reasonable grasp of the larger issues and is able to interrelate and comprehend the implications as translated through their projects. Excellent performance in all aspects including punctuality, participation and timeliness with assignments.

B *Highly Satisfactory Attainment*

Solid knowledge, comprehension, organization, and execution. Consistent follow through on assignments with good quality work. Projects are consistently neat, demonstrating comprehension and organization. Reasonably good scores, indicating a grasp of major concepts. Some deficits remain, but not critical to the overall work. Participates regularly in class, consistently on time, and comes to all class sessions.

C *Satisfactory Attainment*

Consistent in attendance, turning in assigned work, and participating in class with inconsistent performance in assignments. Work demonstrates lapses in comprehension and execution, yet exhibits the comprehension and knowledge of skills necessary for success. Organization, neatness and attitude may contribute to overall grade.

D *Insufficient Attainment with Credit*

Enough assignments were completed to demonstrate comprehension, yet serious deficits remain. Demonstrates a lack of ability or interest to solve basic problems and integrate the course material toward final solutions. Minimal organization, lateness for class, a disregard for criteria on projects, along with poorest scores contribute to this grade.

E *Insufficient Attainment with No Credit*

Serious deficits in turning in assignments, the quality of the assigned work, or irregular attendance along with failing test scores contribute to the failing grade. Missing three class periods or missing several critiques will result in this grade.

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Course Schedule	Tuesday	Thursday
Week One	1/4 Course introduction Assign Project 1: Axial System	1/6 Project 1: Sketches and Computer Comps due
Week Two	1/11 Project 1 Due Assign Project 2: Radial System	1/13 Project 2: Sketches and Computer Comps due
Week Three	1/18 Project 2 Due Assign Project 3: Dilatational System	1/20 Project 3: Sketches and Computer Comps due
Week Four	1/25 Project 3 Due Assign Project 4: Random System	1/27 Project 4: Sketches and Computer Comps due
Week Five	2/1 Project 4 Due Assign Project 5: Grid System Quiz #1: Typographers	2/3 Project 5: Sketches due
Week Six	2/8 Project 5, parts 1 & 2: computer comps due Assign Project 6: Transitional System	2/10 Project 5 Due <i>Guest Speaker: Juliet Shen</i>
Week Seven	2/15 Project 6: Sketches and Computer Comps due Quiz #2: Typographic Systems 1–4 Read Beatrice Warde essay Assign Project Seven: Modular System	2/17 <i>Field Trip: Constellation & Co.</i>
Week Eight	2/22 Project 6 Due Project 7: Sketches and Computer Comps due Assign Final Project	2/24 Project 7 Due Assign Project Eight: Bilateral System Final Project: Proposals Due
Week Nine	3/1 Project 8: Sketches and Computer Comps due Final Project: Imagery Ideas Due	3/3 Project 8 Due Final Project: Critique 1 Quiz #3: Typographic Systems 1–8
Week Ten	3/8 Final Project: Critique 2 <i>*** meet at Andrea's house 2129 N. 51st St., Seattle</i>	3/10 Final Project: Critique 3 Quiz #4: Typographers
Week Eleven	3/15 <i>no class</i>	3/17 1:00 – 3:00pm Final Project, Presentation and PDF Due

*Instructor reserves the right to change the syllabus throughout the quarter