ART-2110
Typography

Course Description: This course offers students a comprehensive introduction to typography through exploration and experimentation with letterforms and page layout for expressive communication. The course will cover the fundamental typographic principles, font recognition, and analysis of both historical and post-modern design theory. Emphasis will be placed on content, form and technique for effective use of typography in ads, posters, newsletters and other visual communications.

Prerequisites: ART 1110 and ART 2122

Goals:

This is a visual design theory course that introduces the core concepts of visual design of Typography—visual elements, principles of design and creative process. Composition issues and strategies valid in all areas of graphic design are explored through examples, exercises, critiques and creative projects. All Graphic Design Majors are required to complete this course. We will refine our creative problem-solving skills. We will work to understand and analyze design problems, developing distinctive concept statements and then create and refine designs that manifest that concept. We will explore designers and artists of the past and present for examples of successful typographical design solutions. The course involves a balance of lecture and discussion along with extensive design exercises and design problems.

Outcomes:

- You will demonstrate knowledge of typographical organization and hierarchy by designing compositional projects using the elements of line, value, shape, color, and texture.
- You will exhibit proficiency in the use of materials, techniques and media used by Typographers past and present.
- You will be able to identify and define the formal elements of letterforms and the principles of typography design.
- You will write evaluations and verbally critique your projects and presentation by using appropriate art terminology.

Required text: Exploring Typography by Tova Rabinowitz

Materials:

Required supplies: (approximate cost: $175-$200)
These will be needed almost every class, bring with you to every class. Get yourself a box good box for carrying your supplies- a fishing tackle box works well.
- 14”x17” pad of Bristol board paper
- Several sheets of black paper
- Small disposable blade knife OR Exato knife & 1 pack of #16 blades
- Utility knife for cutting mounting board
- Good scissors
- Soft lead (2B to 6B) drawing pencils
- Erasers (kneaded erasers)
- set of French curves
- 2-30x40 sheets black mat board
- (1- sheet of Illustration board)
- Roll of clear polyester wrap
- 1 can of BESTEST rubber cement- and BESTINE rubber cement thinner
- Rubber cement pickup
- Masking tape
- Roll of 3M #811 removable tape
- Roll of yellow tracing paper
- 2 or 3 Double end Sharpies
- Bottle of black drawing ink
- 2 good quality synthetic bristle brushes:
  #4 round brushes & #8 flat brushes
- set of 12 to 24 opaque watercolor or gouache
- set of 48 or more prismacolor pencils
- Wide bottom water container for rinsing brushes
• Organize a portfolio of works that demonstrate aesthetic understanding of the principles of typographical design, elements of type design, and appropriate presentation of your artwork.

**Methodology:** Studio instruction including critiques, lectures and demonstrations, will be used to introduce and review course material. There will be a self-written critique of finished work for each project, as well as group critiques for concept and thumbnails sketches when assigned. Critiques will be conducted as open, informal forums where you discuss and comment upon other student’s work in a constructive, critical and intelligent manner. I expect you to openly question your fellow students on their decisions in regard to concept, design and presentation. Be prepared to answer for your own work since no decision is made arbitrarily. I want you to be aware of why you created a specific design and be able to explain why you think your design is effective and appropriate to your concept. Group critiques are designed to improve your presentation skills and to develop a professional attitude about your work. No aggressive, disrespectful or inappropriate comments or behavior be tolerated in class under any circumstance. Any student causing disruption or acting in an aggressive manner towards the instructor or fellow students will be removed from the class. No exceptions.

**Evaluation Criteria:**

Final grades are based on the total number of points earned for the semester. Try to consider this as a job and you get paid in points. For example: daily attendance is worth 25 points (750 total for the semester). If you are late or if you leave early (10 minutes or more), you will get docked 10% OF THE GRADE OF THE PROJECT. It is your responsibility to allow enough time: to sleep, to eat, to change clothes, to get to work, pick-up kids, etc. before or after the scheduled class time. If you miss a lecture, a demonstration or a critique, it will count as one absence. Sleeping in class counts as an absence. Attendance is taken by signing-in. You alone are responsible for physically writing your initials on the sign-in sheet, if you do not I will assume you were absent. **Do not ask me to remember your presence.** Never sign-in for another student. If you are absent the class before or after a scheduled Casper College break you will have an additional 15 points deducted from your total semester points. Attendance is mandatory for the Casper College scheduled final exam. **Failure to attend the final will result in a penalty of 500 points deducted from your total semester points in addition to loss of the points of the final exam.** You would most likely fail the course. **There are no excused absences.** Either you were physically present for the entire class session or you were not. After 3 absences you cannot get an A for this course, after 5 absences you will have missed a significant amount of the material and are subject to a failing grade.

Each finished project is worth 50, 75, or 100 points each (see sample report card for each project value. You can keep track of your progress by filling in your grades into this sample report card); concept sketches and thumbnails are worth 25 points, and self-critique sheets (provided with each assignment or project) are worth 10 points. Your participation in critiques will be considered as a part of attitude and effort and is worth 250 points for the

**Classroom Rules:**

For safety measures, this classroom will remain locked while class is in session

- **No talking during work periods.**
- **No perfume, aftershave, cologne or scented hair products are allowed.** I am allergic.
- **No food or gum allowed.** All drinks must be in a spill-proof container.
- **All electronic or digital devices must be turned off and stored along with purses, backpacks, or briefcases in the storage compartments.** Only materials to be used in class are allowed on or under your desk.
- **Work time is not to be used to study for tests or to do homework for another course.**
- **Finishing an assignment in class does not automatically grant permission to leave early, as this may lead to sacrificing quality for speed.**
- **If you come to class ill with a cold or flu you will be required to wear a surgical mask and gloves to prevent infecting your fellow students.** If you are absent due to illness you (or you child) must present to me a written medical excuse when you return. You will not receive attendance (25) points for the days missed, but if any missed projects are turned in within one week after you return you will not be penalized the 10% drop in your grade. This exception will only apply for three absences. The over five absences for the semester still applies towards potential course failure.
semester. **Attendance during a lecture or a critique is mandatory.** I will help you any way I can during classwork time when you get stuck. That’s my job and I love my job. Do not be afraid to ask for help when you need it. If you don’t ask I have to assume you know what you are doing. I expect everyone to have their work finished and ready for display at the beginning of class on critique days. Projects not finished and/or not on display at the start of critique will automatically drop 10% of grade received. Concept *sketches are mandatory* when assigned and will receive a **zero** if not completed for critique (missed concept sketches **must** still be completed before you begin the project, but will not receive a grade). **I do not grade or critique unfinished projects until fully completed and they are subjected to any late penalties that apply.** If you miss a deadline due to an absence, you **must** turn in the completed project on the **day you return** and are subjected to a **10% penalty** of the received grade. An additional 10% will be deducted for each class day the project is late. No projects will be accepted after three class days late and you will receive an F. Usually 3 or more incomplete assignments result in failure of this course. This is a hands-on studio class so I expect you to bring all materials necessary to work in class. You will not be excused from class to purchase supplies. Special materials required for specific projects are listed in the assignment calendar. If you borrow any supplies from a fellow student or me you **are expected to replace** the materials as soon as possible. You must wait until break to retrieve any forgotten materials. It is impossible for me to repeat an entire lecture or redo a demonstration for one student. If you miss a lecture or demonstration it is **your responsibility** to get notes from a classmate before the next class so that you are prepared. You will be given a calendar for the semester that will list the projects and their due dates or deadlines.

**A+ (98 to 100%): Excellent work.** Shows evidence of original thinking, demonstrates verve, addresses complex visual or conceptual ideas, uses materials well, technique is excellent and shows evidence of experimentation or risk-taking.

**A (93 to 97.9%): Strong work.** Work at this level is strong, although there may be some inconsistencies. Shows evidence that it is about something, is confident work that shows a grasp of the elements of art and principles of design.

**B (85 to 92.9%): Good work.** Work at this level shows some sense of direction, but may not be fully resolved. Exhibits some degree of success. Shows some manipulation of ideas. Shows a good understanding of the elements and principles of design. Technical aspects are handled well but may not always match the concept.

**C (78 to 84.9%): Moderate work.** Work at this level shows a sense of effort but problems are not successfully resolved. May be more accomplished technically than conceptually. Demonstrates only an emerging awareness of the elements of art/principles of design. Erratic in technique.

**D (73 to 77.9%): Weak work.** Work at this level is weak or awkward. It is simplistic, too obvious or a cliché’ solution. Shows no clear concept. Limited artistic decision-making.

**F (72.9% and below): Poor work.** Work at this level shows little if any evidence of critical thinking, is poor in technique, or trite in addressing the solution to the problem, lacks composition, lacks grasp of the elements of art /principles of design.
Class Policies: Last date to change to Audit Status or to withdraw with a W Grade: Friday, April 16, 2015. You are expected to complete all assignments. I do not accept additional projects for extra credit. I encourage you to concentrate on the assigned project - quantity does not equate or guarantee quality. If you are auditing this course you are still subject to the same attendance requirements as those taking the course for credit and also must complete all assignments or withdraw from the class. Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from your work at your request.

Student Rights and Responsibilities: Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command: If you have any problems with this class, you should first contact the instructor (me) to attempt to solve the problem. If you are not satisfied with the solution offered by me, you should then take your problem through the appropriate chain of command starting with the Department Head (Mike Olsen), then the Dean (Dr. Eric Unruh), and lastly the Vice President for Academic Affairs (Dr. Tim Wright). Do not skip over any person on this list it is inappropriate and shows disrespect for the order of command.

Academic Dishonesty - Cheating & Plagiarism: Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct. Remember: “Cutting and Pasting” in part or whole from text or images found on the internet may be considered plagiarism - you did not create it - you are stealing it.

Official Means of Communication: Casper College faculty and staff will employ your assigned Casper College email account as a primary method of communication. You are responsible to check your account regularly. This is also, where you will find course evaluation links during course evaluation periods. If you email me a certificate of completion you will have 25pts added to your final score, if 100% of the class files the evaluation, then each student will have 50pts added to their final score for the semester. These evaluations are taken seriously. It is one of the main sources the College uses to obtain feedback from you about course content and if appropriate information needed you was given for completion of your degree. If you say nothing then nothing will ever change.

ADA Accommodations Policy: If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.