CASPER COLLEGE COURSE SYLLABUS

ART 2110 – Typography

Spring 2016

Lecture Hours: 2  Lab Hours: 4  Credit Hours: 3

Class Time: 2:00 – 4:50 p.m.  Days: Tuesday/Thursday  Room: VA119

Instructor’s Name:  Cynthia Harrison

Instructor's Contact Information:  Office: VA 118  Email: cynthiaharrison@caspercollege.edu
                                  Office Phone: 507-268-2673 (best method of contact outside of office
                                  1-800-442-2963 ext. 2673 hours)

Office Hours: M through TH 8:45 am – 9:00 am, M through TH 12:00 PM – 12:45 PM in Room VA 118

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.

Statement of Prerequisites: : ART 1110 and ART 2122

Goal: 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 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.
- 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.
Course Objectives:

- Use basic vector, raster, layout, and animation techniques and gain an understanding of how to use these different techniques and the corresponding applications interchangeably.
- Effectively combine the basic design principles and elements.
- Demonstrate critical analysis of your own work and the work of your peers.
- Solve problems using critical thinking and creativity.
- Appreciate aesthetic and creative activities.

Methodology:

This class will explore and develop an understanding of typographic design through lecture, presentation and assignments. Specific topics will include type history, terminology, foundations of letterform design, type specification, alignment and font use as well as the use of typography as composition elements in visual design.

Evaluation Criteria:

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You will be expected to attend all classes and lectures, complete all assignments, and participate fully in classroom discussion. Each assignment will include a specific grading rubric. From an overall perspective assignments will be evaluated on concept, process, outcome, technique, and utilization of design principles.

The following five criteria are the overall basis of evaluating each assignment:

**Concept**
Concept reflects the strengths and weaknesses of your ideas for each assignment. The qualities of your ideas are reflected in the visual statement of your ideas. The slickest visual design cannot replace the lack of strong concepts that drive your rationale for your use of type, image, line, color and form, etc. Your use of these design elements is measured against the stated aspirations of your concept and the appropriateness to the requirements of the assignment or design challenge.

**Process**
Concepts rarely arrive fully formed. Ideas require a research process of exploration and trial and error to develop into mature finished work. What range of idea development did you use in creating effective work? Did you take risks? Assessment of your process will be judged by the aggressiveness and depth spent in development through written statements, rough sketches, mock-ups or comps, and any other collateral materials.

**Technique**
The technique score reflects the craftsmanship, exactitude, and neatness with which the final product is executed. This includes the appropriate and skillful use of technical software to achieve the final product.

**Design principles**
Your adeptness at thoughtfully employing design principles and spatial relationships will also be assessed.

**Outcome**
The outcome score reflects assessment of the finished product, which is the sum of your entire process as applied to the particular assignment or design challenge.

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.

**Required Text, Readings, and Materials:**

**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
~ Metal ruler with cork or rubber back
~ T-square and Triangle
~ 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
~ Adhesive
~ Rubber cement pickup
~ Masking tape
~ Roll of 3M #811 removable tape
~ Roll of yellow tracing paper
~ 2 or 3 Double end Sharpies

Class Policies: Last Date to Change to Audit Status or to Withdraw with a W Grade:
(withdrawal deadline; see: “Admission and Registration – Schedule Changes” in the catalog) (Your
attendance policy, exam, homework, assignment make-up policy, anything particular to your class)

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
to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you
should then take the matter through the appropriate chain of command starting with the Department
Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

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 for more information on this topic.

Official Means of Communication: Casper College faculty and staff will employ the student's
assigned Casper College email account as a primary method of communication. Students are
responsible to check their account regularly. This is also, where you will find course evaluation links
During course evaluation periods.

**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.

**Calendar or schedule indicating course content:** (be as complete here as possible, at least a grid showing week by week topics to be covered, assignments, due dates, readings etc. This can always be modified with a new handout later in the semester – better to send out a revised schedule than to trust verbal announcements by themselves)