



Syllabus: Typography

CE 9500 | C | Summer 2017

Continuing Education

Course Information:

Location:

Dates: Wednesday(s) | June 7 - August 9, 2017 | 6 – 9 pm

Note:

Instructor Information:

Gregg Robinson

grrobinson@uarts.edu

Email Policy: email will be checked once a day, therefore it may be the following day before you get a response.

Gregg Robinson received his BFA in graphic design from UArts, where he teaches Electronic Media as an adjunct. He has over 15 years of experience in Graphic Design. Gregg has worked as Senior Designer and Art Director in various companies.

Course Description:

Through a series of applied design projects, this course stresses the importance of typography and design in visual communication. Study basic letterforms, typographic contrast, characteristics of major type families and how to use type to visually express an idea. Students will develop an ability to create sophisticated typographic compositions using grid systems as a design tool and work collaboratively on the conceptualization, development and creation of typographic posters. Emphasis will be on the role typography plays in communication.

Pre-requisites:

Fundamentals of Design, Adobe InDesign or equivalent experience

Course Objectives/Learning Objectives:

At the end of this course, students will:

- to understand the basic principles of typography
 - to gain knowledge of typographic vocabulary and typeface classification
 - to develop an eye for letterspacing, wordspacing, leading, alignment and rag
 - to establish hierarchies within a text and understand the role composition plays in the creation of typographic hierarchy
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- to explore the use of grid systems
- to think broadly and conceptually about design opportunities with text
- to demonstrate problem solving skills
- to develop/refine a design process that includes research and sketching, as well as refinement using Adobe Creative Suite
- to participate constructively in group critiques
- to prepare and troubleshoot files for production
- to work with Imaging Lab and/or other vendors to produce output
- to create comprehensives for presentation
- to work independently, as well as collaboratively

Course Resources

Adobe Creative Suite (InDesign, Illustrator and Photoshop)

Additional Course Materials + Supplies

- Sketchbook
- pencils
- Thumbtacks
- comping materials as needed (X-Acto or scissors, straight edge, ruler, cutting mat, tape)
- digital storage

Course Policies

Attendance + Participation

All students are expected to attend classes regularly and promptly, and for the duration of the scheduled instructional time. Individual instructors will decide the optimum time for taking attendance and may penalize for habitual lateness of absence. Repeated absences may result in a grade of "F" for the course.

Students who withdraw from a course must do so in writing. Nonattendance does not constitute an official withdrawal.

University Policies:

Academic Honesty + Integrity Policy

Violations of academic integrity are considered to be acts of academic dishonesty and include (but are not limited to) cheating, plagiarizing, fabrication, denying others access to information or material, and facilitating academic dishonesty, and are subject to disciplinary action. To review the Academic Honesty/ Integrity Policy in its entirety, please visit:

<http://cs.uarts.edu/ce/policies#academichonesty/integritypolicy>

Student Code of Conduct

It is the policy of the Division of Continuing Studies to provide a safe and healthy environment for learning, personal growth and enjoyment. The well being of this community depends upon the good judgment and considerate behavior of its members. Student status at The University of the Arts is not an

unconditional right, but a privilege subject to certain rules and expectations articulated in the Student Code of Conduct. To review the Student Code of Conduct in its entirety, please visit: http://cs.uarts.edu/uploads/media_items/student-code-of-conduct.original.pdf

Notice of Nondiscrimination

As is reflected in our core values, the University of the Arts is a supportive community committed to individual and artistic integrity and inclusion. We promote and respect self-expression, a wide range of ideas, and diversity in all of its forms.

Faculty, staff and students of the University are entitled to participate in and obtain the benefits of University programs, activities and employment without being discriminated against on the basis of: race, color, religion, sex, gender identity, national origin, age, mental or physical disability, veteran status, genetic information, the use of a guide or support animal because of the blindness, deafness or physical handicap of any individual or independent contractor, possession of a GED instead of a high school diploma and military status as defined by Pennsylvania law, sexual orientation, marital status, familial status and domestic/sexual violence victim status or any other prohibited factor. The University also prohibits acts of retaliation against those who report acts of harassment discrimination or who cooperate with the investigative process.

Sexual violence, sexual harassment, intimate partner/dating violence, and other forms of sexual misconduct are considered forms of sex-based discrimination and are prohibited by University policy and by law. All faculty and professional staff at the University must report any incidents of sexual misconduct to the University’s Title IX Coordinator. To make a report, e-mail titleix@uarts.edu or file a report through the Title IX Resource Page: www.uarts.edu/title-ix-resources.

Students, faculty, and staff with questions about or complaints concerning discrimination, harassment, and/or retaliation should contact the University’s Title IX Coordinator and Diversity Administrator, Lexi Morrison, at lmorrison@uarts.edu or 215-717-6362.

Grading: (if applicable)

Your grade will be based on the following:

Component	Points
Written Assignments	30%
Participation (incl Responses)	30%
Artist Presentations	20%
Final Portfolio + Statement	20%
Total	100%

Your grade will be calculated using the following scale:

Grade	Percentage Range	Grade Point
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A	100 – 93%	4.0
A-	92 – 90%	3.67
B+	89 – 87%	3.33
B	86 – 83%	3.0
B-	82 – 80%	2.67
C+	79 – 77%	2.33
C	76 – 73%	2.0
C-	72 – 70%	1.67
D+	67 – 69%	1.33
D	63 – 66%	1.0
F	59% or less	0.0
P	Pass	-

Schedule:

SESSION + DATE	TOPIC	COURSEWORK	DUE
Session 1 Jun 7	Overview of Typography and Exploring Hierarchy Through Composition	Discussion of course and class format, as well as type history, letterform characteristics/anatomy and classification. A project will be assigned that will involve basic typographic issues such as letter/word/line spacing, column width, alignment and rag. Preliminary discussions about the concept of text and communication (What's it about? Who is the audience? What's the title? Etc.) will take place. Students will explore text layouts to communicate hierarchy of information. Students will create various layouts manually before working in Adobe Indesign CC. There will be a group critique (crit) of layouts.	
Session 2 Jun 14	Exploring Hierarchy with text weight and scale	Students will explore text layouts using varying text weight and scale to communicate hierarchy of information. Students will create layouts manually before working in Adobe Indesign CC. There will be a group crit of layouts.	
Session 3 Jun 21	Text + Graphic Elements	Building from the last two classes. Students will explore the use of graphic elements along with text to communicate hierarchy of information.	

Session 4 Jun 28	Grids and Series + Color	The grid is the underlying structure that holds the layout together. Students will explore the design and communication opportunities of the grid and experiment with various systems.	
Session 5 Jul 5	Text + Image	Image adds a new level to communication, students will explore how image works within the grid. There will be a discussion on the relationship of image and text.	
Session 6 Jul 12	Text Management Long Documents Indesign CC Tutorial	To work with long documents in Indesign, one must have an understanding of master pages, paragraph & text styles, primary text frame, running headers and page numbers. This class is focused on teaching these tools in Indesign CC. Students will work with provided text on a four page document.	
Session 7 Jul 19	Posters, informative vs marketing	The final project will be 3 posters (typographic and image + type). Preliminary discussions about the intent of the posters (Who is the audience? What should it communicate? Hierarchy of information. Etc.) will take place before class.	
Session 8 Jul 26	Posters, Expressive Typography	While continuing to develop and refine poster layouts, Expressive Typography will be addressed. Production and printing will be addressed — best practices for compiling assets and sending to printer. Students will also begin compiling prior text layouts to be placed in a spiral bound booklet. This will show the progression throughout the course. A template for the booklet will be provided.	
Session 9 Aug 2	Refinement	With the Posters taking shape, students will evaluate the set as a whole and identify problems/explore solutions.	
Session 10 Aug 9	Final Class review	Students will present their final posters and booklets to the class.	