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

Instructor Information:
Gregg Robinson
grobinson@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
● 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:

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<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Written Assignments</td>
<td>30%</td>
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<tr>
<td>Participation (incl Responses)</td>
<td>30%</td>
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<tr>
<td>Artist Presentations</td>
<td>20%</td>
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<tr>
<td>Final Portfolio + Statement</td>
<td>20%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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Your grade will be calculated using the following scale:

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<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>Grade Point</th>
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Schedule:

<table>
<thead>
<tr>
<th>Session + Date</th>
<th>Topic</th>
<th>Coursework</th>
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<tbody>
<tr>
<td>Session 1</td>
<td>Overview of Typography and Exploring Hierarchy Through Composition</td>
<td>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.</td>
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<td>Session 2</td>
<td>Exploring Hierarchy with text weight and scale</td>
<td>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.</td>
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<tr>
<td>Session 3</td>
<td>Text + Graphic Elements</td>
<td>Building from the last two classes. Students will explore the use of graphic elements along with text to communicate hierarchy of information.</td>
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<td>Session 4</td>
<td>Session 5</td>
<td>Session 6</td>
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<td><strong>Grids and Series + Color</strong></td>
<td><strong>Text + Image</strong></td>
<td><strong>Text Management Long Documents Indesign CC Tutorial</strong></td>
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<td>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.</td>
<td>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.</td>
<td>To work with long documents in Indesign, one must have an understanding of master pages, paragraph &amp; 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.</td>
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