

ART 2907–002 Typography I

Tuesday–Thursday
MONH 209 lab
12:00–1:50 pm

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Course Overview

ART 2907, Typography I, is a course in the fundamentals of graphic design. It includes the study of typefaces, type anatomy, and the varied use of typography in the visual communications process. In a broad sense typography—indeed graphic design itself—is language based, and functions primarily as a visual representation of the spoken word. The knowledge and use of typography is arguably the most significant part of graphic design, a task that is almost always a visual orchestration of text and image. The act of successfully combining these visual components consists of creating the appropriate relationship between them so that form and content complement each other and thus amplify and clarify meaning.

The class structure is primarily studio-oriented and project-based. It consists of four major projects, visual presentations by the instructor on masterworks of typography and other applicable subjects, as well as readings, demonstrations, and class discussions designed to meet the following course objectives:

Objectives

- Develop an understanding of letterform structure and letterform components.
- Gain technical skills with hand and digital type representation and composition, including typographic terminology.
- Develop an understanding of the principles of typographic legibility through letterform construction and analysis.
- Develop an understanding of typographic readability through compositional organization and page design.
- Gain exposure to the potential of typography to express and communicate meaning through form and function.
- Deepen the awareness of visual and verbal media, including contemporary aesthetics through critical and analytical exercises.

Required Textbook

- *Thinking With Type* by Ellen Lupton. Princeton Architectural Press. ISBN 1568984480. <http://www.thinkingwithtype.com>

Additional Resources

- *A Type Primer* by John Kane. Prentice Hall. ISBN 0-13-099071-X.
- *Stop Stealing Sheep and find out how type works*. Second Edition by Erik Spiekermann & E.M. Ginger. Peachpit Press. ISBN 0-201-70339-4.

Projects

In this course, we examine letterforms and typographic anatomy, visual hierarchy, and communicating meaning with type. There are many in-class exercises, five major assignments, and two exams. The course grade will be weighted as follows:

15%	Assignment 1—Form
10 %	Form Exam
10%	Assignment 2—Digitization & Form
15%	Assignment 3—Alphabet
10%	Rules Quiz
20 %	Assignment 4—Emotional Music Box
20%	Assignment 5—U&lc Story of Type

Grading Policy

Grades will be determined by student performance on class and homework assignments, and the major project. Your final grade is determined as follows: Projects will be given a letter grade based on the + or - system.

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

A. Excellent—This is usually work done by a highly motivated student meeting all or most of the performance criteria as set forth by the problem. Design process is excellent, and is well documented. In order to earn an "A" for the course students must earn "excellent" marks on every project and have superior craftsmanship.

B. Good—This work is above average but lacks the qualities that give it the stamp of excellence. It shows better than average design sensitivity.

C. Satisfactory—This work is average. Work is handed in on time and has fulfilled the requirements for the project, but it lacks strong visual interest and thoughtful and imaginative research.

D. Poor—Below Average. This work is handed in on time, but is lacking in many or most areas which show any understanding of project objectives.

F. Unacceptable—Work that is not on time or is so despicable as to be an affront to design sensibilities.

Attendance and Punctuality

In the work world, skipped meetings, tardiness, and missed deadlines are wholly unacceptable. Often designers will lose pay and/or future work as a result of acting unprofessionally or not adhering to client deadlines. In this class, you are required to act professionally: Let the instructor or a classmate know of your absence and get the lecture notes from them. Final exams cannot be made up.

Academic Dishonesty and Copyright

Academic dishonesty is regarded as a serious offense by all members of the academic community. In keeping with this ideal, this course will adhere to UMD's Student Academic Integrity Policy, which can be found at www.d.umn.edu/assl/conduct/integrity.

Copying another's words, work, or ideas is against the law. Work which is found to be in violation of United States or International Copyright Laws will automatically receive a failing grade.

Conduct

The instructor will enforce and students are expected to follow the University's Student Conduct Code (<http://www.d.umn.edu/assl/conduct/code>). Disruptive classroom behavior that substantially or repeatedly interrupts either the instructor's ability to teach, or student learning, is prohibited. Disruptive behavior includes inappropriate use of technology in the classroom. Examples include ringing cell phones, text-messaging, watching videos, playing computer games, emailing, or surfing the Internet on your computer.

Accommodations

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students with disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact UMD Disability Services & Resources to discuss their individual needs for accommodations. In addition, please let me know as soon as possible if you have a disability for which accommodations will be requested.

Materials

Macintosh Laptop. Storage media: USB flash drive, iPod, or external hard drive. Secondary regular backups on CDs or DVDs are critical; make a devoted practice of back-up, as losing a file is not a valid excuse for missing deadlines.

Sketchbook and drawing media
Ebony Pencil and Drawing Pencils
Tracing Paper
Hot Press Illustration Board (smooth)
Masking Tape
Self-adhesive foamcore