

ART 3907-003 Typography II (67638)
Spring 2012
2:00–3:55 pm Tuesday/Thursday
Montague 239

Dr. Beth E. Koch, Assistant Professor
University of Minnesota Duluth
Department of Art & Design
1201 Ordean Court, Humanities 317
Duluth, MN 55812
Phone 218-726-6961
bekoch@umn.edu
Office MonH 230
Office Hours M/W 1–2 or T/R 11–12

Course Overview

ART 3907 Typography II, is an advanced course in the graphic design major. It builds on the first Typography course (prerequisite ART2907), delving deeper into the application of principles and methods for design excellence. Topics include advanced techniques for typesetting lengthy text, for assuring readability and legibility, for contextual applications according to environment and audience, and for creating expressive and innovative type design. The class structure is primarily studio-oriented and project-based, consisting of collaborative software training, hands-on exercises, reading, multi-media presentations, research, demonstration, and discussions; the experiential learning approach is designed to provide an environment to practice the learning objectives that are designed to achieve these course goals:

Course Goals & Learning Objectives

I. Know advanced practices in typesetting.

- a) Explore how legibility and readability are affected by letterform design.
- b) Practice an advanced level of handling typographic controls, hierarchies, and grids.
- c) Handle typography in digital environments.

II. Know how to apply advanced technology to solve typographic problems.

- a) Participate in collaborative learning of advanced software operations for typography in Adobe InDesign, Illustrator, and PhotoShop.
- c) Experiment with advanced controls and methods in handling book-length text.

III. Understand how to prepare files for production.

- a) Learn how to adapt to the web's typographic environment.
- b) Learn how to prepare a file for 4-color printing.

Text, Resources, and Projects

In this course, we practice advanced letterform design, arrangement, hierarchy, and grid applications to graphic design projects. In lieu of a course textbook, students will be required to utilize color printing resources, resulting in an expenditure of approximately \$100. Significant typographic educational resources will be utilized from professional associations on the Internet. Projects include daily Collaborative Learning Labs, which require substantial investment in outside of class study and preparation. The Citizenship Project is an opportunity to design and produce a real world project for UMD under the direction of the office of the Vice Chancellor for Student Life, Dr. Lisa Erwin.

<u>Weight in course grade + project name</u>	<u>Estimate of printing expenses</u>
02% Collaborative Learning Lab	
03% Citizenship Project	
25% Experimental Typography Book	printing expense estimated at \$45
40% Publication Project	printing expense estimated at \$45
30% Exhibit Design Project	printing expense estimated at \$10

Grading Policy

Grades will be determined by performance on major projects. The final course grade is determined as follows: Projects will be given a letter grade based on the + or - system.

96-100 =	A	
90-95 =	A-	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.
87-89 =	B+	
84-86 =	B	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.
80-83 =	B-	
77-79 =	C+	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.
74-76 =	C	
70-73 =	C-	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.
67-69 =	D+	
64-66 =	D	F. Unacceptable—Work that is not on time or is so despicable as to be an affront to design sensibilities.
below-63 =	F	

Student Success

Free, on-demand student success tips are available at www.d.umn.edu/roadmap. Select the Online Student Success Workshops link at the top of the page. Recommended topics include: What it Takes to be a Successful Student, Study Tips & Note-Taking, Test Anxiety, and Understanding & Avoiding Plagiarism.

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.

Student Conduct Code:

Appropriate classroom conduct promotes an environment of academic achievement and integrity. Disruptive classroom behavior that substantially or repeatedly interrupts either the instructor's ability to teach, or student learning, is prohibited. Student are expected adhere to Board of Regents Policy: Student Conduct Code: http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf

Teaching & Learning: Instructor and Student Responsibilities:

UMD is committed to providing a positive, safe, and inclusive place for all who study and work here. Instructors and students have mutual responsibility to insure that the environment in all of these settings supports teaching and learning, is respectful of the rights and freedoms of all members, and promotes a civil and open exchange of ideas. To reference the full policy please see: <http://www.d.umn.edu/vcaa/TeachingLearning.html>

Academic Integrity:

Academic dishonesty tarnishes UMD's reputation and discredits the accomplishments of students. Academic dishonesty is regarded as a serious offense by all members of the academic community. UMD's Student Academic Integrity Policy can be found at: <http://www.d.umn.edu/conduct/integrity/>

Copyright

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.

Final Exams:

All 1xxx-5xxx courses offered for undergraduate credit should include a final graded component or end of term evaluation that assesses the level of student achievement of one or more course objectives. All final graded components are to be administered or due at the time and place according to the final exam schedule and not during the last week of class. To reference the full policy please see:

<http://www.d.umn.edu/vcaa/FinalExams.html> Final exams cannot be made up.

Excused Absences:

Students are expected to attend all scheduled class meetings. It is the responsibility of students to plan their schedules to avoid excessive conflict with course requirements. However, there are legitimate and verifiable circumstances that lead to excused student absence from the classroom. These are subpoenas, jury duty, military duty, religious observances, illness, bereavement for immediate family, and NCAA varsity intercollegiate athletics. For complete information, please see:

<http://www.d.umn.edu/vcaa/ExcusedAbsence.html>

Appropriate Student Use of Class Notes and Course Materials:

Taking notes is a means of recording information but more importantly of personally absorbing and integrating the educational experience. However, broadly disseminating class notes beyond the classroom community or accepting compensation for taking and distributing classroom notes undermines instructor interests in their intellectual work product while not substantially furthering instructor and student interests in effective learning.

For additional information, please see: <http://www.d.umn.edu/vcaa/ClassNotesAppropriateUseof.html>

COURSE CALENDAR*

<u>DATE</u>	<u>PROJECT + STUDIO ACTIVITY**</u>	<u>COLLABORATIVE LEARNING LAB</u>
T Jan 17	Begin Project 1: Experimental Type Project 📖 Lecture on Digital Faces of Type	
R Jan 19	Concept, sketches	👤 <u>CCL PhotoShop Student Group</u>
T Jan 24	Selection, layout	CCL 👤
R Jan 26	Review, revise	CCL 👤
T Jan 31	Layout	CCL 👤
R Feb 02	Layout	CCL 👤
T Feb 07 📍	End Project 1: Critique	
R Feb 09	Begin Project 2: Publication Design Project	👤 <u>CCL InDesign Student Group</u>
T Feb 14	Creative brief proposal due	CCL 👤 Masterpages
R Feb 16	Concept, sketches 📖 Lecture on Legibility	
T Feb 21	Grid, hierarchy, typeface selections	CCL 👤 Text boxes
R Feb 23	Layout, Review 📖 Lecture on Readability + Color	
T Feb 28	Layout, Review	CCL 👤
R Mar 01	Layout	CCL 👤
T Mar 06	Layout	CCL 👤
R Mar 08	Layout 📖 Lecture on Pre-press	
M Mar 12	Spring Break Week	
T Mar 20	Layout, Review	CCL 👤
R Mar 22	Layout	CCL 👤
T Mar 27	Layout	CCL 👤
R Mar 29 📍	End Project 2: Critique	
T Apr 03	Begin Project 3: Exhibit Design Project	
R Apr 05	Creative brief, proposal due	👤 <u>CCL Illustrator Student Group</u>
T Apr 10	Concept, sketches	CCL 👤
R Apr 12	Floorplan, hierarchy, typefaces 📖 Lecture on Rendering	
T Apr 17	Layout, Review	CCL 👤
R Apr 19	Layout, Review	CCL 👤
T Apr 24	Review, Revise	CCL 👤
R Apr 26	Review, Revise	CCL 👤
T May 01	Review, Revise	
F May 11 📍	2:00pm Final Presentation	

*subject to change

**Citizenship project will run concurrently with regular course projects