

ADES 1510

TYPE 1

the syllabus // seventeen weeks of inspired genius //

COURSE DESCRIPTION

3 hours. This class will be an introduction to the basic concepts of typography with emphasis on type usage, basic terminology, tools and materials of the trade, spacing, type rendering, type identification and graphic design

COURSE OBJECTIVES

1. Define and demonstrate a mastery of type, type face, type font, parts of the characters, appropriate type selection, typographic measurement systems, leading, posture, weight, size, kerning, word spacing, alignment, line length, type rendering, visual hierarchy, typographic manipulation, communication with type, type identification, typographic awareness.
2. Demonstrate a mastery of the design process: concept, thumbnails, pencil roughs or sketches, tight pencil comprehensives (comps), and computer generated comprehensives.
3. Demonstrate a mastery of the elements and principles of design: composition, balance, contrast, repetition, movement, dominance, tension.
4. Demonstrate a mastery of the principles of Gestalt: figure/ground (form/counterform), unity, repetition, similarity, closure, continuity, proximity

REQUIRED BOOKS

Thinking with Type: A Critical Guide for Designers, Writers, Editors & Students, by Ellen Lupton
Typeface: Classic Typography for Contemporary Design, by Tamyé Riggs
Lettering & Type, by Bruce Willen & Nolen Strals

COURSE STRUCTURE

This class will be extremely demanding in mental focus and commitment involving many hours of homework. You may expect that **80-90%** of class time will be spent in critique and discussion of work completed outside of class. The remaining **10-20%** will be spent in in-class work, lecture and demonstration.

GRADING

Maximum number of points a student can earn for design and concept is a total of **100%**.

Maximum number of points a student can lose for the following is **20%** of the grade.

You will be graded on the following criteria:

CRAFT: supercomps :: presentation :: technical proficiency :: design/ideation

PERFORMANCE: attitude :: deadlines :: participation :: engagement :: proactivity/curiosity

PROFESSIONALISM: presentation :: follows instructions :: critique :: class interaction

GRADE PERCENTAGES

EXAM: Type Identification Exam/Anatomy 6%

EXERCISE 1: Type Drawing/Rendering/Monogram 6%

EXERCISE 2: Experimental Typography 6%

EXERCISE 3: Typography Marriage 6%

EXERCISE 4: Evocative Typography 16%

ASSIGNMENT 1: Figure/Ground Typography 20%

ASSIGNMENT 3: Type Poster 40%

RISK FACTOR

Risk Factor: 2. In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives and fumes and repetitive stress injuries related to extended computer use.

DISABILITIES

ACCOMMODATION

Please notify the instructor if you have a disability that requires accommodation. It is also recommended that you register with the UNT Office of Disability Accommodation, University Union, Room 322. The College of Visual Arts and Design Policy on Accommodation is available upon request in the main office (Room 107) of the Art Building. Further questions and problems regarding accommodation may be addressed to the Associate Dean for Academic and Student Affairs, Marian O'Rourke Kaplan, the School Accommodation Liaison Officer, Art Building, Room 111.

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EMERGENCIES

In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of a tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until all an all clear signal is sounded. Follow your instructor's direction and act accordingly.

ATTENDANCE POLICY

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You be considered late if you arrive after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present by leaving a note with your name, date and time of arrival with the instructor. If not received, you will be marked as absent. You will receive two **(2)** free tardies. After the first two tardies, every four **(4)** tardies will equal one **(1)** unexcused absence. Only three **(3)** unexcused absences will be accepted. The fourth unexcused absence will lower your final semester grade by one letter grade. The fifth unexcused absence will lower your grade by two letter grades. The sixth unexcused absence will lower your grade by three letter grades and so on. A total of seven absences, excused or unexcused, will result in you receiving a failing grade **(F)** for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationary with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If you are more than thirty minutes late, it will be counted as an unexcused absence.

If you are absent, you are responsible for contacting a class member in order to get any information or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the main or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

ELECTRONIC DEVICES

Cell phones should be turned off when class begins. Laptops will only be opened for in class work. No facebooking, checking email or text messaging will be allowed. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

GRADING POLICY

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

PLAGIARISM

Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, in-tact or with inconsequential changes, and adding one's name to the result constitutes plagiarism. Plagiarism will result in the immediate failure of the class and may result in expulsion from the university. Disciplinary probation, suspension from the university, expulsion (permanent), or revocation of degree. (See student guidebook)

RIGHTS

& RESPONSIBILITIES

As a student, you have rights and responsibilities within the academic community. See www.unt.edu/esrr for more information.

CHANGES

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.

the schedule // seventeen weeks of hard work //

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WEEK 1 :: AUGUST 26

F

- INTRO:** Syllabus, attendance, required books and supplies
- LECTURE:** Anatomy of letter forms and measuring systems
- ASSIGN:** Reading: *Lettering & Type*: pages 30-32/test Monday over the anatomy of letter forms
Bring supplies to class Monday.

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WEEK 2 :: AUGUST 29 - SEPTEMBER 2

M

- TEST:** Anatomy of letter forms
- LECTURE:** Exercise 1b: Monogram Design and its history
- ASSIGN:** Monogram thumbnails, due at the beginning of next class
Reading: *Thinking with Type, Section two: Letter*, pages 34-58

W

- CRITIQUE:** Monogram thumbnails
- ASSIGN:** Monogram revisions, due at the beginning of next class

F

- CRITIQUE:** Monogram revisions
- ASSIGN:** Full size tight pencil monogram, due at the beginning of next class

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WEEK 3 :: SEPTEMBER 5-9

M

- CRITIQUE:** Labor Day, no class

W

- CRITIQUE:** Final full size tight pencil monogram
- ASSIGN:** Final full size tight pencil monogram digitized in Adobe Illustrator, in presentation format due at the beginning of next class

F

- DUE:** Final monogram
- LECTURE:** Assignment 1: Figure/Ground & Typography
- LECTURE:** Review principles and elements of design, and gestalt
- DEMO:** Thumbnail process
- ASSIGN:** Thumbnails, due at the beginning of next class

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WEEK 4 :: SEPTEMBER 12-16

M

- CRITIQUE:** Thumbnails
- ASSIGN:** Full-size revisions, in-class and homework, due at the beginning of next class

W

- CRITIQUE:** Full-size revisions
- ASSIGN:** Final tight pencil: scan and import final pencil to Illustrator, due at the beginning of next class.

the schedule // *continued* //

F

CRITIQUE: First-round computer output

ASSIGN: Work in class: output refinements, out of class: re-scanning, as necessary, and second-round computer output, due at the beginning of next class.

WEEK 5 :: SEPTEMBER 19-23

M

CRITIQUE: Second-round computer output

DEMO: Presentation and mounting

ASSIGN: Final computer output, mounted as directed, due at the beginning of next class

ASSIGN: Experimental Typography object collection, due at the beginning of next class

W

DUE: Assignment 1: Figure / Ground & Typography mounted

F

LECTURE: Exercise 2: Experimental Typography

ASSIGN: Revisions to experimental typography, due at the beginning of next class

ASSIGN: Reading: *Lettering & Type*, chapters 3 and 4

WEEK 6 :: SEPTEMBER 26-30

M

IN CLASS: Exercise 2: Experimental Typography

LECTURE: How to clean up scanned type in Photoshop

ASSIGN: Select best 3, scan and mount as directed, due at the beginning of next class

W

DUE: Exercise 2: Experimental Typography

LECTURE: Exercise 3: Typographic Marriage

ASSIGN: Thumbnails

F

CRITIQUE: Thumbnails

IN CLASS: Tight pencils revisions

ASSIGN: Tight pencils revisions

WEEK 7 :: OCTOBER 3-7

M

CRITIQUE: Tight pencils revisions

ASSIGN: Final tight pencils revisions, due beginning of next class

W

CRITIQUE: Final tight pencil of each type baby

ASSIGN: Scan and pen tool, due beginning of next class

F

CRITIQUE: First round of pen tooled baby

ASSIGN: Revisions to pen tooled babies

ASSIGN: Personality for Evocative Typography. Word research (definition, synonyms and visual research) + typeface selections due October 14th

the schedule // *continued* //

WEEK 8 :: OCTOBER 10-14

M

CRITIQUE: Second round of pen tooled babies

ASSIGN: Revisions to pen tooled babies

W

CRITIQUE: Third round of pen tooled babies

ASSIGN: Final mounted Typographic Marriage, due next class

F

DUE: Exercise 3 : Typographic Marriage

DUE: Word search + visual research + typeface selections for Evocative Typography

LECTURE: Evocative Typography

Show examples of type as content/communication/expression

ASSIGN: Evocative Typography: Steps 1-5

WEEK 9 :: OCTOBER 17-21

M

CRITIQUE: Evocative Typography: Steps 1-5

ASSIGN: Using the best 3 typeface possibilities, complete the following:

Revision 1: Kerning & Character Spacing

Revision 2: Alignment/Baseline Shifts

Revision 3: Letter form/Scale Shifts

Revision 4: Character Manipulations

Revision 5: Combinations of Explored Techniques,
due beginning of next class

W

CRITIQUE: Revision 1: Kerning & Character Spacing

Revision 2: Alignment/Baseline Shifts

Revision 3: Letter form/Scale Shifts

Revision 4: Character Manipulations

Revision 5: Combinations of Explored Techniques,

ASSIGN: Tight pencil revisions/variations for each,
due beginning of next class

ASSIGN: Color research to support your selected word's content,
due beginning of next class

F

CRITIQUE: Tight pencil revisions

Select best direction and best color research

ASSIGN: Scan tight pencil, import in Illustrator and render as vector art (b/w) + color variations,
due beginning of next class

ASSIGN: Research for Assignment 2: Typographic Poster Design,
due Friday of Week 11

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WEEK 10 :: OCTOBER 24-28

M

CRITIQUE: Pen tooled version of your word: black and white + color variations

ASSIGN: Revisions to pen tooled word and color

W

CRITIQUE: Revisions to pen tooled word and color

ASSIGN: Final version of Evocative Typography mounted

F

DUE: Mounted Evocative Typography

DUE: Research for Assignment 2: Emotional/Informational Typographic Poster Design.

ASSIGN: Typeface selections for your subject, due beginning of next class

ASSIGN: Reading: *Thinking with Type*: Text and the Grid (pages 61-155)

WEEK 11 :: OCTOBER 31 NOVEMBER 4

M

CRITIQUE: Typeface selections

ASSIGN: Pencil thumbnails, due beginning of next class

W

CRITIQUE: Pencil thumbnails

ASSIGN: Pencil revisions, due beginning of next class

F

CRITIQUE: Pencil revisions

ASSIGN: Pencil revisions with color studies, due beginning of next class

WEEK 12 :: NOVEMBER 7-11

M

CRITIQUE: Pencil revisions with color studies

ASSIGN: Pencil revisions with color revisions as necessary, due beginning of next class

W

CRITIQUE: Pencil revisions with color revisions as necessary

ASSIGN: Final full-size tight pencil with color revisions as necessary, due beginning of next class

F

CRITIQUE: Final full-size tight pencil with color revisions as necessary

ASSIGN: Computer implementation: print out half-size on plotter paper, due beginning of next class

WEEK 13 :: NOVEMBER 14-18

M

CRITIQUE: Computer implementation: print out half-size on plotter paper

ASSIGN: Revisions to computer implementation: print out half-size on plotter paper, due beginning of next class

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W

CRITIQUE: Revisions to computer implementation

ASSIGN: Revisions to computer implementation: print out half-size on plotter paper, due beginning of next class

F

CRITIQUE: Revisions to half-size computer implementation

ASSIGN: Revisions to half-size computer implementation: print out full-size on plotter paper, due beginning of next class

WEEK 14 :: NOVEMBER 21-25

M

CRITIQUE: Revisions to full-size computer implementation

ASSIGN: Revisions to computer implementation: print out full-size on plotter paper, due beginning of next class

W

CRITIQUE: Revisions to full-size computer implementation

ASSIGN: Revisions to computer implementation: print out full-size on plotter paper, due beginning of next class

F

THANKSGIVING HOLIDAY

WEEK 15 :: NOVEMBER 28 - DECEMBER 1

M

CRITIQUE: Revisions to full-size computer implementation

ASSIGN: Revisions to computer implementation: print out full-size on plotter paper, due beginning of next class

W

CRITIQUE: Revisions to full-size computer implementation

ASSIGN: Revisions to computer implementation: print out full-size on plotter paper, due beginning of next class

F

DUE: Typeface ID test. Typefaces chosen from: *Typeface: Classic Typography for Contemporary Design* by Tamy Riggs

WEEK 16 :: DECEMBER 5-9

M

CRITIQUE: Revisions to full-size computer implementation

ASSIGN: Revisions to computer implementation: print out full-size on plotter paper, due beginning of next class

W

CRITIQUE: Revisions to full-size computer implementation

ASSIGN: Final full-size on plotter paper

DUE: Monday, December 12 by noon (12 p.m.)

F

NO CLASS, READING DAY

WEEK 17 :: DECEMBER 12-16

FINALS