

GRA 3112C
Typographic Design
Lab 2

4-credit hours

Course Syllabus
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Spring 2018
Wed. & Fri. 9:00 –11:50
LA 340, Davie Campus

Professor:

Linda K Johnson
Office: LA 324a
Email: ljohnson@fau.edu
is best contact method

Office Hours:
WF: 8:30-9, 12:00-12:30

Grading Point System

Project 1a	50
Project 1b	50
Project 2	100
Project 3	100
Project 4	100
Quizzes	100
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Total	500

Grading Scale

94 = A
90 = A-
87 = B+
84 = B
80 = B-
77 = C+
70 = C
67 = D+

Calendar

JANUARY	Wed	10	Course Overview
MARCH		5-11	Spring Break - No class
APRIL	FRI	6	Last day to drop without receiving an "F" in the class
APRIL	Fri	20	Last day of class
APRIL	Fri	27	Final Exam Time 7:45AM–10:30AM

Required Text:

Typographic Design: Form and Communication, Sixth Edition Carter and Meggs,
ISBN: 978-1-118-71576-5 NY: Wiley, 2014. (5th edition is acceptable)

The Mac is not a Typewriter, by Robin Williams, Berkeley, CA: ISBN-10: 0-201-78263-4
PeachPit Press (you may purchase *The PC is not a Typewriter*, if you have a PC.)

Course Curriculum

PROJECT 1A	Letterform gestalt This project examines the strokes and counterforms of two letter with the goal of creating a single unified sign based on the principles of gestalt
PROJECT 1b	Creating word pictures The typographic message is verbal, visual and vocal. While typography is read and interpreted verbally, it may also be viewed and interpreted visually.
PROJECT 2	Experimental typography The objective of this project is to encourage typographic exploration and experimentation. A series of typographic messages will be designed based on the descriptive copy provided. This project will encourage students to explore how variations in type size, weight, style, leading and varied letterspacing can be used to clarify and reinforce typographic communication. The final project will be a book assembled from each students best solutions.
PROJECT 3	Using text in multi-page design. This project will explore typographic design in a multi-page format. It utilizes as its models: brochures, children's books, annual reports and magazines. Typographic grids that provide a flexible structure for the design process focus this project in Swiss design theory.
PROJECT 4	Typographic info-graphic Description will be available when project is assigned.
QUIZZES	This course includes projects, research and technical quizzes. Typography is both a visual and verbal medium with an extensive vocabulary of terms that are essential to the practicing designer. Students are expected to understand and use typographic terminology in this class demonstrating a knowledge of the technical aspects of type-setting and typographic design.

Note: The instructor reserves the right to change the project assignments, due dates and quizzes given in this course.

Supplies list

No. 11 Xacto knife and blades
Black on Black mat board (for mounting assignments)
Black paper (Canson or Strathmore – sold by the sheet)

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Course Overview

COURSE DESCRIPTION: The course focus is on theoretical and practical aspects of creatively using type in the design process. The class explores the communication of ideas through the use of typography. Effective use of typography as a basis of high quality graphic design is an essential component to the course as is the orientation to typographic design; the methods, the history and the vernacular of the typographer.

Students are required to attend lectures, labs, field trips, presentations, do research and actively participate in class discussions and critiques. Final project grades will be based on these factors as well as design process and quality of the work presented. Student are expected to maintain their sketches, notes and research materials. ***Completion of all assignments by their designated due date is required. If you are ill the day an assignment is due then send it with a friend or delivery service.***

COURSE OBJECTIVES:

To encourage independent thinking and an awareness of ones own typographic style
To become familiar with the aesthetics of type as well as the terminology of typography
To learn about typographic styles and methods of visual organization
Examine the role and responsibility of the typographer as a communicator
Become more familiar with the computer as a creative tool for visual communication
with an emphasis on the role of excellent typography in design

ATTENDANCE POLICIES: 2 allowed absences, these are to be used in case of illness, family or pet emergencies, transportation problems, oversleeping, out-of-town excursions, etc. **Arriving late** for class or **leaving early** (10 min. or more) will count as 1/2 of an allowed absence. Every absence thereafter will result in a **10 pt deduction off the course point total thus directly affecting your final grade.** *****Special exceptions include religious observances and absences due to an event or purpose that is officially recognized by the University. Students are expected to notify me in advance of these special exceptions and they will be accommodated on an individual basis. Since these are planned absences that are known in advance, all assignments due the missed class day(s) must be submitted to me in advance of the absence.*****

Students must attend all interim critiques and final project critiques. Students must be present at the beginning of a critique. Students are responsible for securing lecture notes and course updates from fellow classmates for days that they do not attend class or arrive late. Lectures will not be repeated on an individual basis.

CRITERIA FOR EVALUATION AND GRADES: Projects will be evaluated on concept, communication effectiveness, process and presentation/craft. Final course grade will be determined by performance through the entire semester in projects, exercises, class participation. Participation in class critiques is required.

PREPARATION FOR CLASS: Students are to be prepared at the start of each class with assigned work and supplies. Students who do not comply with this are subject to project grade point deductions. Students who do not participate in class critiques or individual discussions with faculty during class should not expect private critiques with faculty at a later date.

POLICY ON LATE WORK: Projects that are not turned in on or before the designated due date will be subject to a one letter grade deduction for each week that they are late.

STATEMENT OF ACADEMIC INTEGRITY: Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty, including cheating and plagiarism, is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf

STUDENTS WITH DISABILITIES: In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 131 (954-236-1222); or in Jupiter, SR 111F (561-799-8585)—and follow all SAS procedures.<http://www.fau.edu/sas>

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Resources

University Center for Excellence in Writing: www.fau.edu/UCEW/

Print Journals: Communication Arts, Graphis, Print, How, ID, EYE, Juxtapoz, Metropolis
most of these journals also have on-line content

DESIGN SITES

www.aiga.org

miami.aiga.org

[www.designerslist.info*](http://www.designerslist.info)

www.graphis.com/

www.thedieline.com/

www.swiss-miss.com/

fastcodesign.com

www.graphiccompetitions.com

www.creativereview.co.uk/cr-blog

www.smashingmagazine.com

www.underconsideration.com

designobserver.com

imprint.printmag.com

www.designboom.com

COLOR SELECTOR

kuler.adobe.com

IMAGE BANKS

cutcaster.com

www.shutterstock.com

www.vecteezy.com

veer.com

www.punchstock.com

www.bridgemanart.com

www.pond5.com

istock.com

www.sxc.hu

www.gettyimages.com

www.masterfile.com

www.dreamstime.com/

creativecommons.com

nasa.gov/multimedia/imagegallery

FONTS RESOURCES

dafont.com

fontspace.com

myfonts.com

abstractfonts.com

www.fontsquirrel.com

www.fontshop.com

www.t26.com

www.typography.com

www.google.com/webfonts

www.letterheadfonts.com

www.houseind.com

urbanfonts.com

TEXT RESOURCE

www.gutenberg.org

WEBSITE DEVELOPMENT RESOURCE

www.wix.com

wordpress.com

www.webs.com

www.squarespace.com

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Jan 10	Course Overview / Project 1A assigned	12	6 sketches due at beginning of class 12 due by end of class
Jan 17	Project 1A due, Project 1B assigned	19	Interim critique
Jan 24	Project 1a + b Due , Project 2 assigned	26	Lecture chap. 2
Jan 31	Quiz 1—Chapter 2 . Experiment 1 due	2	Lab day
Feb 7	Experiment 2 due	9	Lab day
Feb 14	Experiment 3 due	16	Lecture chap. 3
Feb 21	Experiment 4 due	23	Quiz 2—Chapter 3
Feb 28	Experiment 5 due	2	Project 1 Due
Mar 7	Spring Break		
Mar 14	Project 3 assigned, Lecture chapter 4	16	Lab day
Mar 21	Lab day	23	Interim Critique
Mar 28	Lecture <i>The Mac is not a Typewriter</i>	30	Lab day
April 4	Project 3 due Project 4 assigned	6	Quiz 3—The Mac is not a Typewriter
April 11	Lab day	13	Interim Critique
April 18	Lab day, lecture chapter 7	20	Project 4 due
April		27	Final Exam day (Quiz 4—Chapter 7)