

COURSE INFORMATION: GRA 2111C Type Lab I (4 credits) Semester _____

PRE-REQUISITE: Core Courses
ART 1300C (Drawing I), ART1201C (2- Design), ART 1203C (3-D Design),
ART 2600 (Intro to Digital Art), GRAC 2190 (Visual Design Lab I)

COURSE LOGISTICS: FAU Arts & Humanities / Building #53, Room 113 / Class Time ____

INSTRUCTOR CONTACT INFORMATION:

Name of Professor / Office ____ Building____, Room ____/ E-MAIL Address

OFFICE HOURS: Room ____ Days ____ or by appointment

COURSE DESCRIPTION: An introduction to the fundamentals of typography, exploring experimental approaches of letterform construction, terminology and to develop a sound understanding of all components related to typographical composition and design practices. Projects, demonstrations, lab, lecture and critiques.

REQUIRED TEXTS:

A Type Primer	Kane	ISBN: 978-0-205-06644-5
<u>The Education of a Typographer</u>	Heller	ISBN: 158115-348-1
<u>Typeface: Classic Typography/Contemporary Design</u>	Riggs	ISBN: 978-1-56898-810-8
<u>Type: Form and Function</u>	Tselentis	ISBN: 978-1-59253-676-4
<u>Visual Communications</u> , 3 rd . or 4 th . Edition	Lester	

(Purchase a used copy on-line of Visual Communication. If you are unable to purchase this text, a copy of this book is placed on reserve at the FAU Boca library for you to review the assigned readings.)

Supplementary Readings - (will be announced and placed on reserve at the FAU library)

USA TODAY – (will be announced - cultural issues for discussions)

LIBRARY / PERIODICAL VISUAL REFERENCE MATERIAL:

Communication & The Arts, Print, Graphics, etc.

COURSE OBJECTIVES / LEARNING OUTCOMES:

1. Acquire knowledge for the aesthetics of letter forms and the fundamental principles of type design and application
2. Acquire knowledge of the history of typography (the evolution of type) and the cultural/technological influences on type applications (modernism & post modernism, etc.)
3. Acquire knowledge and demonstrate the basic principles for the language of typography: e.g.: tracking, kerning, leading, body copy (text), letters as identity, legibility/readability, type and meaning, hierarchy & columnar layouts (grid), the anatomy of type, identifying type-faces, fonts, type styles, measuring type, typographic syntax,
4. Acquire knowledge and apply the terminology as related to the discipline of typography
5. Review the stages of design: defining the objective, conducting research, creating thumbnails, roughs (knowledge of grid applications) and presenting a visual comprehensive.
6. Construct a critical design analysis, (including critical self assessment and analysis of personal works) with supportive theory (critical thinking/and scientific inquires).
7. Acquire techniques for note taking – class lectures and assigned readings.
8. Participate in class discussions: assigned readings, theoretical essays, social and cultural issues.
9. Acquire knowledge of the printing processes: contact screens; color separations, LPI, DPI, PPI
10. Deconstruct reputable designs (visual reference) into basic 2-D shapes and be able to discuss typographic design principles, signifiers of shapes and grid applications, etc.
11. Apply the appropriate software package for the appropriate design project /solution.
12. Apply theory to practice: critical thinking & theory and acquire methodologies for the stages of research, theory, and application
13. Acquire techniques to produce innovative image-making and type design compositions without the aid of the computer

INCOMPLETE GRADES: will ONLY be given due to an emergency — e.g. hospitalization.

ATTENDANCE POLICY: 3 or more unexcused absences will affect the final grade in this course. 5 unexcused will preclude a letter grade of an F.

SCHEDULE OF ACTIVITIES AND CONTENT: Typography

STUDIES & EXERCISES (check-mark grading system)

1. Cropping letter forms + reversal applications (black & white)	2%
2. Cropping letter forms (color exploration)	2%
3. Arithmetic + Type = Arithme-Type (black & white) + (color exploration)	2%
4. Cropping & arranging found-words, creating a new compositions	2%
5. Creating sculptural forms (typographical heading / sub-headings)	2%
6. Kerning a word (black & white) + color (applying color fundamentals)	2%
7. 3-Character Gestalt design (review Adobe Illus.)	2%
8. Body copy exploration	2%
9. Review Grid design (Fibonacci Series / Environmental grid explorations)	2%
10. Exploratory mark-makings (photo copies / digital photos /oil & water mixture)	2%
TOTAL	20%

GRADING: studies and exercises = Check-mark System

(- / = concerns) (/ = average) (+ / = good)

PROJECTS (letter grade issued / point system)

P#1. Experimental type project	10%
P#2. 3-D typographical project	10%
P#3. Type + Image (Designer as Researcher Project)	10%
TOTAL	30%

Written Exam / Binder for note-taking: (letter grade issued / point system)

Midterm 4%_____ Final 4% _____ **TOTAL 8%**

Binder Collection: (letter grade issued / point system)

Midterm 4%_____ Final 4% _____ **TOTAL 8%**

Image/Verbal Presentations: (letter grade issued / point system)

Critical Theorist / Type-Designer (power point presentation)	15%
Critical Essay (Cultural Topic)	5%
TOTAL	20%

Class Participation / Readings: (letter grade issued / point system)

Midterm 7%_____ Final 7% _____ **TOTAL 14%**

GRAND TOTAL 100%

GRADING: projects / binders / presentations / participation = LETTER-GRADE / POINT SYSTEM

0	3	5	7	9	11	13	15	17	19	21	23	25
F	F	F	F	D-	D	D+	C-	C	C+	(B- / B)	(B / B+)	(A- / A)

PROCEDURAL FOR LATE PROJECTS / ASSIGNMENTS:

A project / exercise / study that is not submitted on the designated time / date will automatically be deducted in points (exceptions will be allowed). All projects and studies can be revised to improve the grade in the areas of concept and execution.

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 (ADA), students who require special accommodations due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) located in Boca Raton - SU 133 (561-297-3880), in Davie - MOD I (954-236-1222), in Jupiter - SR 11

Note: In accordance with university policy: To eliminate all distractions so as to enhance the level of attention and retention, **please do not bring** your cell phone, beeper and/or any device used for text messaging to class. You may want to notify your contacts that you will be unavailable during class time. (561-799-8585), or at the Treasure Coast – CO 128 (772-873-3305), and follow all OSD procedure.

SCHEDULE OF ACTIVITIES AND CONTENT: Typographic Design Lab 1

Week 1 (Jan 10 – Jan 12)

Objectives: Introduction / discuss course material / Lecture—analyze reputable designs

Week 2 (Jan 17 – Jan 19)

Objectives: Lecture—language of aesthetics

Due: assigned readings / class participation / study #1

Week 3 (Jan 24 – Jan 26)

Objectives: Lecture—theories

Due: assigned readings / class participation / study #2

Week 4 (Jan 31 – Feb 2)

Objectives: Lecture—typography (history / design principles)

Due: assigned readings / class participation / study #3

Week 5 (Feb 7 – Feb 9)

Objectives: Lecture—logos / letter-forms / signature marks

Due: assigned readings / class participation / study #4

Week 6 (Feb 14 – Feb 16)

Objectives: Lecture— Kerning / color / space

Due: assigned readings / class participation / study #5 & #6

Week 7 (Feb 21 – Feb 23)

Objectives: Lecture—Fibonacci Series

Due: assigned readings / class participation / study #7

Week 8 (Feb 28 – March 1)—**MID TERM** (grade status: class participation / studies #1 thru #8 / binders)

Objectives: Lecture— Grid designs (environmental findings)

Due: assigned readings / class participation / study #8 / binder collections

Week 9 (March 6 - March 8)

Spring Break

Week 10 (March 13 –March 15)

Objectives: Lecture—exploratory mark-makings

Due: assigned readings / class participation / study #9 & #10

Week 11 (March 20 –March 22)

Objectives: Critical thinking & application

Due: essay presentations / class participation

Week 12 (March 27 –March 29)

Objectives: Lecture—modernism & post modernism

Due: assigned readings / class participation

Week 13 (April 3 – April 5)

Objectives: Lecture—printing

Due: assigned readings / class participation

Week 14 (April 10- April 12)

Objectives: Lecture—design analysis

Due: project #1 / power point presentation

Week 15 (April 17- April 19)

Objectives: Lecture—design analysis

Due: project #2 & #3 / binders / continue – power point presentation

Week 16 (Final Week)

Due: photo-copies of all studies & projects / continue – power point presentation