

1332.01 Typography

Fall Semester 2005

Instructor: Robert Gilbert

Class Hours:

Mon., Wed. & Fri.
4:45 p.m. - 7:00 p.m.

Instructor Office Hours:

Mon., Wed., Fri. - 10:00 - 11:00 am
and by appointment

Contact Information:

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Required Books:

Stop Stealing Sheep
2nd.edition
by Erik Spieker mann & E.M.Ginger
ISBN 201703394

A Typographic Handbook
by Kate Clair
ISBN 0471292370

Course Description

This course deals with typography as a basic expressive element of graphic design. Design and historical context will be emphasized. Emphasis will be done on the development of concepts and ideas. Type and line spacing, kerning, identification of fonts, appreciation of type forms, the use of different typefaces as a visual transmitter of meanings and a history of type will be covered. Beginning with a series of exercises in compositional arrangements, students will use basic shapes and letter forms to explore visual texture, pattern, rhythm and the emotional quality of composition. This will help to build a creative base in finding future solutions to communication design problems. This course helps to understand the concept of visual language as expressed through typography, its voice and vinacular. This course also deals with the basic methods of typographic manipulation of body copy.

Course Objectives:

- To be introduced to the various families of type
- To be introduced the individual quality, voice and creative use of type forms.
- To work with type vinacular
- To work with the basic architecture of typographic design
- To work with the basic elements of typographic design.

Student Learning Outcome:

To understand the concept of visual language as expressed through typography, its voice and vinacular. To understand the basic methods of typographic manipulation of body copy. To gain knowledge of the materials and equipment relevant to their major, such as skills of the hand appropriate to the major area of study, critical thinking skills, creative/generative skills, verbal communication skills, visual communication skills for professional practice and the ability to generate a cohesive body of art products.

Student Learning Outcome For The Graphic Design Major UTPA:

Students who complete the Graphic Design Major are prepared to enter the working world as professional designers or as artists who use the tools and effects of communication art. Student designers are trained to successfully manipulate the components and composition of visual art within a framework of concept that targets an audience or purpose, whether that target is commercially based or personal. The design program installs technological knowledge, cultural and historical understanding and artistic integrity.

To respond critically to works in the arts and humanities.

To engage in the creative process or interpretive performance and comprehend the physical and intellectual demands required of the author or visual or performing artist.

Topics

- Typographic terminology
- Type usage (appropriateness +sensitivity)
- Typographic history and developments
- Design and technology

Required Texts

There are required textbooks to be read and later quizzed upon. Students are encouraged to do their own independent research on related course topics. You can find the textbooks at the university book store or at www.half.com or www.amazon.com. You will need your books by Monday Sep. 29.

Course Structure

The instructional methods of this course will include creative work, lectures, group discussions and presentations. Participation in all aspects is vital to the success of this class and will be an integral part of your final course evaluation.

Course Outline And Timeliness

A general outline of the course content is attached (this schedule can be subject to change). All deadlines and due dates (for projects, reading, discussion, lectures, etc.) will be announced in class. It is the student's responsibility to be aware of any announced alterations to the schedule.

Grading System And Evaluation

The purpose of grading is to pinpoint clearly and accurately the strengths and weaknesses of the student 's performance. Your over-all grade will be based on your participation, collaboration and professionalism during this course. Your final grade is composed in the following manner:

- 10%** In class projects & other evaluations, quizzes, papers, presentations
- 75%** Three or four large projects.
- 15%** Professionalism

Grading Scale

- A** superior work,all criteria have been surpassed in a distinguished manner [100 -90]
- B** very good work,all criteria have been surpassed [89 -80] **C** adequate,average work [79 -70]
- D** barely meeting the above criteria [69 -60] **F** failure to meet all of the above criteria [59 -0] Please note the grade scales.

Grade Breakdown:

10% in class projects
80% large projects
10% professionalism

100% final grade

Class Grade Scale

this grade scale applies to grades
for class work.
100% - 90%A
89% - 85%B+
86% - 80%B
79% - 75%C+
76% - 70%C
69% - 60%D
59% and below F

Final Grade Scale

This grade scale only applies to your
final grade for the entire semester.
100% - 90%A
89% - 80%B
79% - 70%C
69% - 60%D
59% and below F