PRE-REQUISITES: GRPH 21 Visual Literacy and 25 Intro Graphic Arts Microcomputer
CO-REQUISITES: GRPH 99A Digital Page Layout
Recommended: ESL level 72

Course Content:
• Introduction/Overview
  — History of Writing
  — History of Typography (up to Bodoni/Didot, 18th cent.)
• Overview Communication Theory
• Anatomy of Type
• Type Classification Systems
• Letterpress
  — Typesetting
  — Printing
• Introduction to Concept Development
• Design Concepts, Brainstorming Techniques, Principles, and Elements applied to Typography
• Typographic Syntax & Semantics
• Aspects of field-specific writing
• Craftsmanship
• Constructive Critiquing Processes
• Effective Collaborations in Various Team Structures

Required Resources:

• Required Book:
  Typographic Design, Rob Carter, Ben Day, Philip Meggs, Third Edition—required!

• Other Recommended Readings:
  — Stop Stealing Sheep, Erik Spiekermann & E.M. Ginger, Adobe Press, California, 1993;
    ISBN: 0-672-48543
  — Experiential Typography: Working with Computer Type, Rob Carter, Watson Guptill Publications,
  — The Elements of Typographic Style, Robert Bringhurst, Second Edition, Hartley & Marks, Publishers,
  — Adobe Type Library, Adobe Type Systems, CA, order via <<www.adobe.com>>
  — 20th Century Type, Lewis Blackwell, Gingko Press, Corte Madera, California, 1998,
    ISBN: 3-927258-89-X
  — Typography, Friedrich Friedl, Nicolaus Ott, Bernard Stein, Black Dog & Leventhal Publishers, Inc.,
  — Various software support books (e.g. QuarkXpress, Illustrator)

Attention: the above mentioned book, A History of Graphic Design, is used as a source for type history lectures
and has been put on reserve in the library for students in this class to use as a reference
• **Art Materials:**
  Xacto knife and blades, self-healing rubber mat, T-Square (36”), rubber cement and rubber cement pick-up, Bristol board and other paper materials, pencils and markers, erasers, electronic saving device (zip disk, CD, etc.), tracing paper, etc...

• **Sketchbook/Journal** (bound, can be used in multiple classes)

• **Binders/Materials** for submitting assignments/projects

• **Potential Extra Costs for Output** (if printer in lab is not available or not used)

**Objectives:**
- gaining insight into the evolution & history of typography
- becoming familiar with the anatomy of type
- becoming familiar with the type classification systems
- learning how to operate the letterpress, how to set type, and practicing printing techniques
- executing creative and typographic assignments
- beginning to understand and use type as image
- manipulating the structural aspects of type (syntax)
- understanding the communication aspects of type (semantics), learning to convey meaning via type, recognizing meaning as a social construct
- developing conceptual skills
- developing presentation skills (via written creative briefs and rationales, oral presentations)
- developing evaluation skills (via constructive critiquing methods)
- practicing to follow detailed instructions and project parameters
- building & maintaining teams, collaborating effectively
- becoming aware of one’s own learning styles and ways of processing information, then translating this gained awareness into practice: informing audience analysis and delivering information in multiple and flexible frames

**Teaching & Learning Methods:**
- lectures & discussions
- interactivity & reflection
- collaborations & individual work
- project based learning

**Evaluation:**

**class events are separated into three phases**
**each phase has a different focus and is graded separately**

- Phase I—History of Typography: 300 pts.
- Phase II—Anatomy of Typography: 300 pts.
- Phase III—Designing with Typography: 400 pts.

All written submissions must be typed and proofread for grammar and spelling (with proper references if applicable)!
A Note on Attendance:

- class time: Tuesdays 6:00PM–10:00PM
- roll will be called promptly at 6:10PM
- 10 points given for full attendance*
- 5 points given for late arrivals, early departures, or for cases where full attendance is not upheld
- no points will be given for attendance of less than 60% per class period
- in case of illness or other emergencies: absences will be excused in exchange for appropriate documentation (usually this means a note from a physician’s office for the date and time missed) must be presented within two weeks of the occurrence (documentation at the end of the semester will not be accepted, sorry)

*Full attendance:

- arriving in class on time and being physically present when roll is called
- staying in class during the entire period (necessary biological breaks excluded)
- functioning as an active participant

below are some examples when points for full attendance will be withheld:

- not present when roll is called (dropping off bags upon arrival and then leaving class)
- sleeping in class
- arriving late or leaving class early
- extending allotted time for breaks
- leaving class for other than a restroom break
- meetings with counselors and advisors, etc..., during class time

late arrivals:

If a student arrives late to class and after the roll has been called, it is the student’s full responsibility to sign him/herself in at the time of arrival. If students forget to do so, no adjustments will be made by the instructor at any later point, thus no points can be earned in such cases (no exceptions, sorry!)

withdrawals:

If a student decides to drop the class, it is the student’s full responsibility to withdraw from the class in the registrar’s office or online. No withdrawals will be taken care of by the instructor.
missed classes:
It is the full responsibility of each student, who misses class or comes to class late or leaves early, to obtain the missing information from his/her peers and come caught up and fully prepared to the following class period. The class communicates through a yahoo group, this is an excellent way to stay in touch during necessary absences.

if the instructors are late
Students are asked to remain on site for 30 minutes.

Office Hours: Please arrange for meetings ahead of time. Regina’s regular office hour for this class is Tuesday from 5:00–6:00PM.