THE ART INSTITUTE OF WASHINGTON

Course Syllabus

Course Title — Typography

Session/Year — Summer 2011

Course Number — GD141

Day/Time — Section EA
Mondays & Wednesdays 6:00 pm – 8:45 pm

Instructor — Gregory V. Eckler

Contact Info — geckler@aii.edu (school email)
greckler@gmail.com (alternate email)
http://www.gregeckler.com/ (course website, can be found under the About section.)

Office Hours — Mondays & Wednesdays 5:00 pm – 6:00 pm
I can also make time after class just let me know during class that you need to meet with me afterwards.

Course Prerequisites — ART111, ART122, and CS106

Course Length — 10 weeks and 11th week as make-up

Contact Hours — 60 hours

Credit Value — 4.0

Quarter Credit Hour Definition

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or

(2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

Course Description

Beginning with an introduction to the history of letterforms and typefaces, as well as, the function of typography, this course examines the construction and application of typography in design.

Course Goals

Upon completion of this course, students should be able to:

• Understand the historical and technical development of letterforms

• Develop a critical evaluation of letterforms

• Classify type according to characteristics and usage

• Understand the relationship between sections of text for better use of space and increased legibility

• Build a strong architectural grid for successful page layouts

• Understand proper font management and where to find the right tools

Course Goals *(continued)*

NOTE: This is not a computer class. We will be using the computer as a tool for the creation of art in this class. You will be exposed to various techniques, tools, and styles, but the main thrust of this class is creativity, process, discipline, work ethic, critiques, and professionalism. Much of the software you will learn will be through exploration, trial and error, and resourcefulness.

Required Text

Lupton, Ellen. *Thinking with Type, 2nd Revised and Expanded Edition,* Princeton Architectural Press, New York. 2010. (ISBN 1568989695)

Recommended Text

Felton, Paul. *The Ten Commandments of Typography,* Merrell Publishers Ltd, New York. 2006. (ISBN 1858943558)

Materials

Removable media for storage and archiving work (CD-R, CD-RW, flash drive, portable hard drive, etc.); paper and pens/pencils for notes and sketching; **SKETCHBOOK**; mounting board (available in bookstore); paper adhesive such as Spray Mount or Studio Tac; Xacto knife with sharp blades; Cork-backed ruler; Self healing mat or access to cutting surface; (other materials to be determined throughout the quarter for specific assignments).

Grading Scale

A 100 to 96
A– 95 to 91
B+ 90 to 88
B 87 to 84
B– 83 to 81
C+ 80 to 78
C 77 to 74
C– 73 to 71
D+ 70 to 66
D 65 to 61
F 60 and below

Assessment Criteria

Students will receive a handout for each assigned project, and must hold onto this as it will explain the expectations and specs for each assignment. All work that is incomplete or does not follow specs will be counted as late and treated as such.

Each project will be judged on the following criteria:

• Deadlines (10%): Has the student met all deadlines for each stage of the project? Were projects complete, on their due date and time?

• Process/Sketches (10%): Is there evidence of strong research and development?

• Participation (10%): Has the student contributed positively to class discussions and critiques on a regular basis? Was their feedback constructive and respectful of other classmates? Did the student pay attention during class lectures and discussions? Was the student's behavior in class professional and respectful of the guidelines stated by The Art Institute of Washington?

• Specs (10%): Did the student follow the specified instructions for each project? Were the specified materials and sizes used?

• Concept (10%): Is the concept well thought out and developed?

• Execution (50%): Is the technique strong? Do the aesthetics support the concept? Is the craftsmanship flawless?

NOTE:

1. This class requires extensive critique and problem solving. You will be required to defend your work and be critical or your classmates' work to ensure you understand the responsibilities of an Art Director.

Assessment Criteria *(continued)*

2. Rough sketches are to be presented with EVERY assignment. If sketches are done in drawing books, they must be photocopied or cleanly cut out from books (no jagged/ripped sketch paper!).

Deadlines

Each project and assignment will have specific guidelines stated for their deadlines. Work due must be ready prior to date and time specified. If work is presented late during the due date's class period, it will result in a 1-letter grade reduction for the corresponding project. If the work is presented outside of class time or at a later date, it will automatically receive a grade of "F". Students who drop off a project that is due, but skip that day's class, will be graded as if absent. All work must be handed in person by the student it belongs to, unless in case of emergency, when previous notification must be given to the instructor (in person, by phone, or email).

Computer crashes, failure of backing up work, forgetting work at home, not finishing on time, files erased from lab computers, and other excuses will not be accepted. Students must take full responsibility for their work and deadlines.

Electronic Devices

You Must <u>Silence</u> Phones And PDAs During Class! Students expecting an emergency call must warn instructor before class begins and take it outside of classroom. Text messaging is NOT allowed (either by phone or computer) during class, as well as social networking websites. Headsets for music may only be used during individual work time and volume must be adjusted so it is not heard by others.

Attendance Policy

It is the goal of this policy to improve the academic performance of students in the classroom by stressing the importance of course attendance and reinforcing the work-ready expectations of employers for employee attendance. All students are expected to adhere to these industry standards. Students are encouraged to refer to page 38 of the Student Handbook for additional information. The following is the attendance policy for the Department of Graphic Design and Foundations:

Absences

Students are required to attend all class meetings, to arrive on time, to come prepared and ready to work, and to stay for the duration of the class. There are no excused absences! Furthermore, it is the student's responsibility to get any information missed due to absences. Any of the following constitutes an absence and/or a grade of "F" for the class session:

1. Arriving more than 15 minutes late to class = 1 absence

2. Leaving before the end of class = 1 absence

3. Failure to attend class = 1 absence

4. Inappropriate behavior and/or lack of participation in class activities, to be determined by the instructor = "F" for the day. Students in violation of the student code of conduct described in the student handbook will be asked to leave the class and noted as absent.

NOTE: Failure to come to class prepared with all assignments and required materials within the first 15 minutes of class will result in a failing grade for that class session which will impact the student's course grade at the instructor's discretion.

ATTENDACE POLICY *(continued)*

Any student failing to turn in multiple projects or having accumulated multiple absences can receive a grade of "F" for the course. If a student decides to stop attending class, it does not entitle them to a grade of "W"— such action will result in entry of an "F" grade. You must meet with me (instructor) if you are having problems. A student will only receive a grade of "W" if they have presented mitigating circumstances in writing and have filled out the *Request for a Withdrawal Form.*

CLASS POLICIES

Tardiness

Students are required to arrive on time and to stay for the entire duration of the class. There is no excused tardiness. A student is considered late when arriving between 5 and 15 minutes after the required class start time. All tardiness will be documented by the instructor, and constitute 1/2 of a full absence.

Faculty Attendance

In the event that a faculty member is absent, students should wait 15 minutes. Students should then circulate an attendance sheet and designate one of their members to deliver the sheet to the Academic Affairs office for placement in the faculty member's mailbox. Any work due on that date may be submitted via email.

Absences and tardiness... as noted before, and... If you know you will be late or absent, please contact the instructor, preferably prior to class, to avoid being penalized on your work. Absence in and of itself does not postpone a deadline requirement in your case unless arrangements for an extension are made in advance of the deadline.

*Late submission of work and make up work—*Late homework, will be downgraded and will not receive credit if it is more than one class period late; late projects are unacceptable unless arrangements for an extension are made in advance of the deadline.

No makeup work will be assigned.

Meeting deadlines is your responsibility, therefore it is important that you keep multiple backups of all your files; make at least two copies of your work and save it on two separate disks. Do not work from a disc, drive etc. Save your work to the desktop then copy the work to the disc or drive after you have completed the work. Do not rely on keeping your files on the computers in the labs; any work left on the school computers cannot be considered safe. Losing your work is not an excuse for missing deadlines. Even if your work is erased from the school computers or becomes corrupted or lost, you are still responsible for turning projects in on time.

STUDENTS WITH DISABLITIES

It is the policy of The Art Institute of Washington to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973. If a student with disabilities needs accommodations, the student must notify the Student Support and Disability Services Coordinator. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request or can be obtained through the Department of Student Affairs.

STUDENT CONDUCT POLICY

To receive accommodation in class, it is the student's responsibility to present a letter of accommodation which is provided by the Department of Student Affairs (at his or her discretion) to the instructor. In an effort to protect the student privacy, the Department of Student Affairs will not discuss the accommodation needs of any student with instructors. Faculty may NOT make accommodations for individuals who have not been approved in this manner.

ACADEMIC DISHONESTY

The Art Institute expects its students and employees to conduct themselves in a policy professional manner at all times. In addition, The Art Institute has a strict policy which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the director.

The Art Institute of Washington defines an act of academic dishonesty as any attempt to take the work of someone else and submit it as one's own. If you are suspected of plagiarism of any kind your instructor reserves the right to fail you for the assignment or the course. Students may appeal in writing to the Dean of Academic Affairs. Please refer to page 39 of the New Student Handbook for the complete Academic Dishonesty policy.

Week 1	
Monday 7/11	Introductions • Syllabus • Exercise • Review Project 1
Wednesday 7/13	Review Project 1 Sketches Due
Week 2	
Monday 7/18	Project 1 Work in Progress Review.
Wednesday 7/20	Project 1 Work in Progress Review.
Week 3	
Monday 7/25	Project 1 Final Due • Review Project 2
Wednesday 7/27	Project 2 Sketches Due
Week 4	
Monday 8/1	Project 2 Final Due • Project 3 Review • Discuss Pages 7–33 of *Thinking With Type*.
Wednesday 8/3	Project 3 Research Due
Week 5	
Monday 8/8	Project 3 Sketches Due • Discuss Pages 34–60 of *Thinking With Type*.
Wednesday 8/10	Project 3 Work in Progress Review
Week 6	
Monday 8/15	Project 3 Work in Progress Review • Discuss Pages 62–79 of *Thinking With Type*
Wednesday 8/17	Project 3 Final Due • Project 4 Review
Week 7	
Monday 8/22	Project 4a Sketches Due
Wednesday 8/24	Project 4a Work in Progress Review
Week 8	
Monday 8/29	Project 4a Finish Due • Project 4b Sketches Due • Discuss Pages 80–101 of *Thinking With Type*
Wednesday 8/31	**No Class** *(Class will be made up in week 11)*
Week 9	
Monday 9/5	**No Class** *(Labor Day Weekend)*
Wednesday 9/7	Project 4b Work in Progress Review Discuss Pages 102–119 of *Thinking With Type*.
Week 10	
Monday 9/12	Project 4b Work in Progress Review • Discuss Pages 120–155 of *Thinking With Type*.
Wednesday 9/14	Project 4b Work in Progress Review
Week 11	
Monday 9/19	Project 4a+b Due • Discuss Pages 156–173 of *Thinking With Type*.
Wednesday 9/21	Last Day for Reworks.