

MAT 155 Graphic Design 2 : Typography
Min Choi // Fall 2017

Fall 2017 :: MiraCosta College :: media arts + technologies

TUESDAY & THURSDAY, 9:30 AM - 11:20 AM, OC4622

Instructor: Min Choi

Office Hours: by appointment only T/Th 11:20 - 12:20 pm, OC4622

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COURSE DESCRIPTION

Typography is the thoughtful arrangement of letters and words that organizes information and meaning - typ can inform, document, persuade, sell, tell a story, entertain and focus attention. Creating memorable typography is the combination of three simple things: attention to detail (awareness), intuition and visual acuity. Ultimately it's the foundation for great design - it creates a mood and gives personality to the printed word. Typography is expression, inspiration, passion, and beauty - a craft that requires problem solving and it is an important link to the art of communicating effectively.

This beginning course covers the selection, styles, terminology, classifications, spacing, layout, and history of typography. Emphasis is placed on problem solving skills and analyzing concepts to solve typographic problems. Traditional hand rendering skills and computer software are used to develop effective typographic design. Students will gain insight into the technological advancements and major pioneers of typography, from the beginning of the written language to Johannes Gutenberg's development of the printing press. This course explores the first punchcutters such as Claude Garamond, John Baskerville and Giambattista Bodoni as well as more contemporary typographers and type designers such as Max Miedinger, Zuzana Licko, Jonathon Hoefler and Tobias Frer-Jones.

A large portion of the course will focus on the anatomy of letterforms and the use of words to convey a visual concept or narrative while utilizing the basic principles and elements of design. In addition, to a strong foundation in formal, practical and technical skills, such as creating a visual hierarchy and the structuring of information students will gain insight into the role typography has in contemporary culture.

STUDENT LEARNING OUTCOMES

- > Differentiate typography styles and evaluate their effectiveness for a given project.
- > Examine current typographic setting conventions and design a typographic project demonstrating this understanding.

COURSE OBJECTIVES AND OUTCOMES

Upon successful completion of the course the student will be able to:

- > Select a mix type effectively to solve design problems.
- > Use terminology to describe letterforms and their application in graphic design.
- > Identify characteristics of typefaces and categorize them by classification and style.
- > Organize space, lettering, and graphic elements into effective visual communication.
- > Analyze the history of typography, syntax and semantics and implement these concepts into class projects.

REQUIRED COURSE TEXTBOOKS:

John Kane, A Type Primer, Upper Saddle River, NJ: Prentice Hall, Inc., ISBN-10: 0205066445

RECOMMENDED OPTIONAL TEXTBOOKS:

- > Ellen Lupton, Thinking with Type, 2nd Edition, website: thinkingwithtype.com
- > Ellen Lupton, Type on Screen, Princeton Architectural Press, ISBN-10: 161689170X
- > Timothy Samara, Making and Breaking the Grid, Rockport Publishers, ISBN-10: 1592531253
- > Robert Bringhurst, The Elements of Typographic Style (Paperback), ISBN-10: 0881792128
- > Stephen Coles, The Anatomy of Type, ISBN-10: 0062203126

COURSE MATERIALS AND EQUIPMENT

- > Sketchbook: 8.5 x 11" minimum. Unlined white paper for sketches and concept development. You will need to scan your process work + sketches and turn in your scans as PDF files. This should travel with you everywhere to write and draw ideas and keep notes, resources, etc.
- > Art Supplies: Black Markers (fine/wide), Pencil, Tracing Paper (9" x 12"), Glue Stick, 24" Metal Ruler with Cork Backing, Folding + Scoring Bone Tool, X-acto Knife/Mat Knife and Self-Healing Mat. A pad of 8.5 x 11 tracing paper and a few pencils.
- > Portable Storage Device: A thumb drive with at least 1GB would be best. Better yet-get 2! Bring it with your saved work-in-progress to every class.
- > Adobe Software: Illustrator, Photoshop, InDesign and Acrobat. Most assignments require the use of Adobe InDesign and you are expected to already have some familiarity with this software. You are strongly encouraged to outsource to learn the software. Adobe and Lynda.com are good sources.
- > Camera: You will need a good digital camera for some projects in this course, you will also need to include photographs of your final printed pieces.
- > Access to printing: You will need to print and photograph some of your pieces for your final grade and throughout the semester.

DESIGN SOLUTION

Explore, be expressive, be humorous, be witty, be worldly. Design and orchestrate solutions that make sense, that aren't too busy, and are precise and focused. Orchestrate ALL elements wisely and with a purpose.

PROCESS BOOK :: Project Documentation- In addition to the final artwork, all projects must include documentation of the work done in all phases of the designing process. **The process book is due at the end of the project, a HIGH RESOLUTION PDF digital parts of the assignment.**

TECHNICAL EXECUTION OF FINAL PROJECTS/COMPREHENSIVES :: **Presentation, precision, accuracy, and neatness are important to the success of the final project.** Messy or poorly executed work distracts the viewer from the concept and solution. Professionals have been known to lose accounts due to poor presentation.

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I view our classroom as a studio, a place to experiment and discover. Your final grade will be evaluated on many levels, but the number one criteria is that you participate in the class(room). This means that you come to class. You talk, share your thoughts, ideas and techniques with your fellow students. You become engaged in discovering as much as you can about design.

DUE DATES :: Projects are due at the date and time specified in class unless otherwise advised by the instructor. If you arrive late (10 min.) on final presentation date, you will lose the opportunity to present your project. Please refer to the calendar for specific readings, daily activities and topics as well as homework assignments and any other important information you will need to know for this course.

Note: The instructor reserves the right to change or update the course calendar/schedule at any time.

GRADING :: Submit your projects on time. **One grade mark down per day after the project due date.**

FINAL GRADE SCALE

A EXCELLING IN EVERY ASPECT OF PRESENTATION, REQUIRES PROJECT COMPLETION AND DELIVERY ON ALL DUE DATES

B ABOVE AVERAGE PERFORMANCE AND PRESENTATION

C AVERAGE GRADE FOR SATISFACTORY EFFORT

D BELOW AVERAGE PERFORMANCE

F FAILING

ATTENDANCE :: Attendance is mandatory. You are responsible for all lectures, announcements, and assignments. Class times may occasionally require research or out of class work, however, classes will meet according to schedule unless specifically directed otherwise. Roll will be taken at every class meeting, and lack of attendance, late arrivals, and early departures will be noted. If you stop coming to class, YOU are ultimately responsible for dropping the class. You must drop the class before the official drop date, or a failing grade will be recorded on your permanent record. Please NOTE however, if you do not turn in two consecutive assignments, you may be dropped for lack of participation or attendance. If you're having issues, please talk to me or email me and tell me what's going on so we can work on a plan for your success. All cell phones and mobile devices must be turned off during class.

WELLSNESS PROTOCOL :: If you are very ill, and especially if you are contagious, please stay home. If you have a fever, wait 24 hours after the fever has broken before returning to class. Please email me if you are going to be absent. Extended absences (missing 2 or more consecutive class sessions due to an illness require a doctor's note or will be considered an unexcused absence and impact your grade.)

DISABILITY ACCOMODATIONS: :: Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact Disabled Students Programs & Services as soon as possible to ensure that such accommodations are implemented in a timely manner. Their phone number is 760.795.6658 and they are located in Building 3000-Student Services, Room 3009, adjacent to Parking lot 3C.

PLAGIARISM :: Turning in work that someone else has created, and claiming it as your own, is considered plagiarism, and it is an EXTREMELY serious situation. You should be aware of the MiraCosta plagiarism statement in the catalog. If there is any doubt, ask the instructor. If you don't ask or get clarification from the instructor, and you are caught plagiarizing, you may receive a "0" for the project. If the instructor suspects plagiarism has occurred, where two students work appears to be the same, or nearly so, both parties involved will receive an F (zero points) for the entire assignment unless the guilty party admits responsibility. Objections to any determination of guilt or innocence should be brought before the instructor, who will determine an appropriate course of action.

ACADEMIC FREEDOM VS HARASSMENT : :: This class is conducted in a computer classroom, where computers are connected to the Internet at all times, and also have the ability to connect to a variety of peripheral devices. MiraCosta College supports academic freedom, and consequently, there are no filters or other controls placed upon access to electronic content, either on the Internet or otherwise. While every effort is made to keep students on task while in this class, it is impossible to monitor every computer at all times. If you should find yourself subjected to offensive content, either sexual or otherwise, you should inform your instructor of this situation at the first opportunity. However, you should be aware that all computers on campus are subject to monitoring by Academic Information Services. Should illegal or otherwise questionable activity occur, your actions will be recorded and may be submitted as legal evidence.

LGBTQIA+ RESOURCES : :: MiraCosta College has an expressed commitment to equity and inclusion for students, faculty, and staff members who are lesbian, gay, bisexual, transgender, queer, questioning, intersex, and asexual. The district employs a Campus Liaison for LGBTQIA+ needs, offers LGBTQIA Safe Space training, and has multiple student scholarships for members and active allies of the LGBTQIA+ community. For information about these and additional campus resources and services, visit: www.miracosta.edu/lgbt.

INCOMPLETES :: As a general rule, incompletes are not issued. An Incomplete will only be granted in extreme situations, whereupon a contract of completion, written by the student, is to be drawn up and signed by the instructor, the Chair of the department, and the student. Incompletes must be finished by the end of the next semester, or it will automatically convert to a failing grade.

AIGA I THE PROFESSIONAL ASSOCIATION FOR DESIGN :: www.aigasandiego.org I encourage you to attend events where students have the opportunity to interact with professional designers. It is a tremendous networking and job location tool for San Diego and around the country.

COMMITMENT :: **Do your very best work**, show enthusiasm, take risks, experiment, and continue to grow. Try to have FUN!

ASSIGNMENTS

Below are brief overviews/descriptions of the assignments you will be completing for this course.

EXPLORATION 01: Expressive Words // August - September

Visually enhance the meaning of a word through typographic manipulation. Become familiar with Adobe InDesign's layout and type selection tools and the user interface.

EXPLORATION 02: Drawing Type // August

Explore letter forms from each type classification. You will trace typefaces to learn about their unique characteristics and differences in stroke weights, serifs, and the distinguishing characteristics of old style, transitional, modern and sans serif typefaces. Typefaces include: Garamond, Bodoni, Clarendon, Helvetica, Futura and Meta.

EXPLORATION 03: Type Setting: Typefaces, Typestyles and Type Arrangements // October

Understand how typefaces and type styles effect the appearance, settings and readability of text. Explore various aspects of placement to create visual hierarchy. Consider white space, line length, tracking, text alignment, contrast and leading.

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WEEKLY TYPE TRACINGS/ READING ASSIGNMENTS/ WRITING ASSIGNMENT/ A QUIZ OR TWO!

KEEP A SKETCHBOOK

Recording notes and all sketches for each project during the entire semester. Pages of this book will be presented as a PDF once project are completed. *Please bring a notebook to each class + take notes during all slide presentations.*

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PROJECT 01: Type Fundamentals Book // September - November

For 11-12 weeks we will be exploring typographic fundamentals through 30+ layouts ultimately bound in a 10 x 10 square book:

- > Intuitive layout of typographic elements in a prescribed space.
- > Formatting type: display and body copy
- > Organizing type in a visually interesting fashion
- > Study typographic space and visual hierarchy, emphasizing differences to appropriately separate information
- > Use page layout software, Adobe InDesign, for this typographic project.

Section 1: 10 point type

Section 2: Using 10 point type adding bold and italic

Section 3: Axis

Section 4: Scale/ Extreme Contrast

Section 5: Graphic Rules

Section 6: Cropping + Bleeding Type and Images

PROJECT 02: Typographer Accordion Book // November - December

Selecting a designer or typographer and research their background, biography and design achievements. Create a bio and several lists that document their achievements. Within a modular grid, create a visual hierarchy that structures the information - making it easy for readers to scan the content, and move from panel to panel, and find the information they need. Also you will explore changing typographic parameters, hierarchy and the resulting effect these changes have upon typographic communication. You will use page layout software, Adobe InDesign, for this typographic project.

** NOTE: The instructor reserves the right to change the criteria or deadline on any project without notice, before the project is actually assigned. Printing out a Project Sheet before it is assigned is not recommended.*