

# Course information & syllabus ART 2413 Typography I

## Course description

This course will emphasize the design of projects that investigate letterforms and their characteristics, spacing, font selection, layout alternatives, and terminology; and an introduction to the basic fundamentals of graphic design: communication, terms, and the design process.



## Instructor contact info

Dr. Jim Watson, Professor of Design  
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## Resources

For readings, magazines, websites, and books: [www.jamesrobertwatson.com](http://www.jamesrobertwatson.com)  
*Creative Typography*, Marion March

*Type: Design, Color, Character & Use*, Beaumont  
*An Introduction to Typography*, Jeavons & Beaumont  
*CA, Print, Before & After, How Magazine*

## Course objectives

To help students grow as decision makers, creative problem solvers, and persuasive communicators; Typography I will encourage students to:

- open their minds to see and think in new ways.
- practice asking the right questions.
- improve self-confidence and assertiveness.
- practice clear communication of message content.
- encourage a discerning awareness and recognition of the structure and shape of letterforms.
- promote experimentation and creative manipulation of letterforms and typography.
- effectively communicate ideas through typography.
- understand relationships among letterforms, text, typefaces, symbols and other imagery.
- refine layout and composition skills.
- meet deadlines.
- develop valid and persuasive rationale.
- make effective oral and written presentations.
- build a body of impressive design work.
- practice performing with professional behavior.

## Grading and evaluation

Course grade Average of points earned:

- 50% Major projects and tests
- 30% Minor projects, class exercises, participation
- 20% Weekly activities, mind games/puzzles

### Grading criteria

Work will be graded on a scale of 0 to 100 with 75 as the average. Points are rewarded as follows:

- 80 - 99 exceeds criteria and shows initiative.
- 70 - 79 meets the project specs and criteria.
- 1 - 69 does not meet specs nor basic criteria.
- 0 not turned in by deadline.

Grading scale Points to letter grades:

- 90 - 100 = A (89.5 +)
- 80 - 90 = B (79.5 - 89.4)
- 70 - 80 = C (69.5 - 79.4)
- 60 - 70 = D (59.5 - 69.4)
- 0 - 60 = F (0 - 59.4)

## Course information

### Course Format

Studio based lectures and projects with interim and final critiques, in-class exercises, and tests will be included. It is up to the student to achieve fluency in computer use.

### Class attendance

Attendance will not be taken, but missing a class will limit information and input from the instructor and the other students and often result in an earned grade of zero for that day's assignment.

### Oral communication

Instances of ignorant vernacular (*whatever, uhm, like, ya know what I'm sayin?* etc.) will result in interrupted correction and repetition of message and possible loss of participation points.

### Plagiarism

If it's not your idea, you can't use it. If a designer copies anyone's ideas, designs or writings and tries to pass it off as his/her original work the designer will receive a zero for the assignment or project.

### Meeting deadlines

Each project and class assignment must be turned in by its deadline - usually at the beginning of class. A grade of zero will be earned for late work unless arrangements have been made *in advance* by phone, text, or email. Reread the previous two sentences to make sure you understand the consequences. Consider that you and I have a business appointment. If you're going to be late, notify me *before* our meeting.

### Project specs

It is the designer's responsibility to understand project specs and deadlines. *You didn't tell us* isn't a valid excuse.

### Making excuses

These excuses are unacceptable: *the printer wasn't working, I lost my file, left it at home, woke up late, that's the way the computer set it, car wouldn't start, I didn't have enough time.* The only valid excuses are *I didn't think about it* and *I didn't plan ahead.*

### How to earn an A

Attend class regularly and on time, meet deadlines, take thorough notes, conduct thorough research, manage time efficiently, do more than is asked for, participate in discussions and critiques, show strong sense of design, and do not settle for 'good enough'.

## Course project options

- Weekly assignments
  - Discuss participation in and responses to the following:
    - Web essays: from [www.jamesrobertwatson.com](http://www.jamesrobertwatson.com)
    - Neurobics: get out of your rut, broaden horizons
    - Design critique: notice, see, observe, make better
- Self-assessment
- Process book
- Symbol design
- Logo/Identity design
- Typography sampler
- Examples in environment
- Lettering & Spacing
- Geometric alphabet
- Letterform relationships
- WordPix
- Ambigram
- Type quote poster