

**THE NEW ENGLAND
INSTITUTE OF ART**

WINTER 2012

**GD310
ADVANCED
TYPOGRAPHY**

**THURSDAY
12:30-3:20PM
ROOM 235
MAIN CAMPUS**

INSTRUCTOR
Donna Stepien

**OFFICE HOURS BY
APPOINTMENT**

Faculty Office (last desk by window; bank of desks on left, just before Faculty Lounge),
Main Campus:
Wednesday
8:00–9:00AM
NOON–12:30PM
Thursdays,
NOON–12:30PM
3:30–4:00PM
(IF YOU CANNOT MEET AT THESE TIMES, ARRANGE ANOTHER TIME WITH ME)

donnastepien@me.com
781 710 6512 (c)
www.zloty-design.com
I read—and if necessary—reply to email M–F. Please give me 48 hours to respond.

You may contact me via telephone *any day* 8AM–10PM.

My Office Location
GD Faculty Office
Main Campus
The last group of desks just before the Faculty Lounge

If you drop off work outside of class, **place it on my desk and NOTIFY ME VIA EMAIL.** YOU MUST notify me via email when you drop off work outside of scheduled class time.

COURSE DESCRIPTION

This is the third of three Typography courses. Assignments are designed to promote understanding and professional use of typography. You will enhance your skill recognizing the visual/verbal impact of typography as you develop strong technical skills producing professional typographic solutions. Our focus is typography for print however on-screen typography is reviewed. We use Adobe InDesign software. You will continue manual skill development hand-rendering letterforms. Emphasis is mastering conceptual and technical skill, understanding concepts and terms, technical experimentation, design sensibility and cognitive depth of your work.

PREREQUISITES: GD110, GD130, GD210

COURSE OBJECTIVES AND COMPETENCIES, TO...

- Analyze and explore typography, its historical context, letterform anatomy, type classifications, syntax, legibility, readability, technology
- Produce visual/visual typographic communication for print.
- Develop strong conceptual visual communication skills, successfully gather and conceptually process information, and present it in visual form.
- Participate in creative typographic visual problem-solving.
- Strengthen awareness of our relationship to the world as a global community, and be sensitive in our choices as designers of typographic visual communication.
- Successfully use Elements of Art (point, line, texture, shape/form, value, space, color), Principles of Design (contrast, harmony, proportion, balance, rhythm/movement, perspective, unity) and Gestalt Laws (proximity, similarity, continuity, symmetry, closure, relative size, figure/ground) to produce typographic visual communication.
- Demonstrate visual hierarchy and deliberate use of page and image area proportions in typographic layouts using headlines, subheadlines, body copy, bylines, page numbers, captions, pull-out quotes, bulleted copy.
- Demonstrate knowledge of appropriate technology to generate typographic solutions to visual communication problems; i.e. digital type, 'found' type, hand-drawn type, etc....
- Demonstrate knowledge of typeface classifications, families and fonts.
- Demonstrate ability to format type (style sheets, H&J formatting, kerning, leading, tabs, text insets) and to use font management software.
- Produce effective thumbnail, rough, and final comprehensive typographic layouts.
- Participate in, and contribute in a relevant way to, class discussions and critiques.

BOOKS/READINGS

Required text, bring to all classes:

- *A Type Primer*, EBook Edition John Kane (Prentice Hall)

Recommended books (additional readings may be assigned from these)

- *The Elements of Typographic Style*, Robert Bringhurst (Thames and Hudson)
- *Bookdesign*, Andrew Haslam (Abrams)
- *Graphic Design The New Basics*, Lupton and Phillips (Princeton Architectural Press)
- *Thinking with Type*, Ellen Lupton (Princeton Architectural Press)
- *Typographic Systems*, Kimberly Elam (Princeton Architectural Press)
- *Typographic Design: Form and Communication*, Philip Meggs, 4th Ed. (Van Nostrand Reinhold)
- *Type and Typography*, Baines and Haslam (Watson-Guption)
- *Stop Stealing Sheep and Find Out How Type Works*, Eric Spikerman

Recommended periodicals (most are available in Library)

- Baseline, Communication Arts, HOW, PRINT, Graphis, Emigré, Eye, Step, Aperture, Dwell

Recommended Web Sites

- www.aiga.org (especially student information and AIGA Boston Chapter)
- <http://graphicdesign.about.com>
- www.thinkingwithtype.com/
- http://store.adobe.com/type/browser/P/P_1719.html
- www.linotype.com/29/fontdesigners

MATERIALS AND SUPPLIES (*must bring to each class beginning class #2)

- 9 x 12 tracing paper*
- 9 x 12 layout bond (Biefang Graphics 360 ONLY)*
- Pencil, #4H ONLY*
- Micron pens , 01 (black, red, green, blue, purple)*
- kneaded eraser*
- x-acto knife and extra blades, # 11 *
- white plate bristol and other suitable paper for book project
- 15 x 20 black core mat board for mounting work
- 18" stainless steel ruler with cork backing and pica measurements*
- Studio Tac adhesive and/or archival glue stick
- self-healing cutting board, 12 x 18*
- type gauge*
- proportion wheel*
- bone folder (for scoring)
- storage device for electronic files*
- You will receive a project sheet for each project. Refer to the project sheet for specific project information while working on a project*
- **Bring all project materials (sketches, etc...) to each class***

ESTIMATED SIX HOURS HOMEWORK PER WEEK

Homework is graded on effort, creativity, and implementation of project requirements. It **must be completed when due**. You receive points for timely completion. Late homework is not given homework credit, it negatively affects your grade. DO submit late homework when the project is due to receive project credit. Refer to late assignment policy, p. 3.

GRADING AND STANDARDS

- A (93–100), A- (90–92). Excellent to Very Good; comprehensive knowledge and understanding of subject matter; marked perception and/or originality.
- B+ (87–89), B (83–86), B- (80–82). Good; moderately broad knowledge and understanding of subject matter; noticeable perception and/or originality.
- C+ (77–79), C (73–76), C- (70–72). Satisfactory; reasonable knowledge and understanding of subject matter; some perception and/or originality.
- D+ (67–69), D (60–66) . Marginal; minimum knowledge and understanding of subject matter; limited perception and/or originality.
- F (<60). Failing, unacceptably low level of knowledge and understanding of subject matter; severely limited perception and/or originality; absences in excess of allowable limit OR Failure of course based on deliberate violation of Academic Integrity Policy (plagiarism or cheating)

ASSESSMENT

- Concept/Originality as written in Statement
- Visually Fulfills Concept; looks like what is explained in Statement
- Research/References written in MLA format on Statement or assignment, as instructed
- Presentation/Craft
- Technical Skill
- Completeness/Effort

Points in each area shows your success in each component. See each project sheets for specifics.

Your final grade is determined in this way:

- 10% *Timely completion* of homework/projects as assigned. Each sketch is one point. Each exercise/project submitted in full is 10 points. Points are added and converted to a number and a letter grade.
- 10% Participation as evidenced by attendance and promptness. Each *timely* attendance receives 1/14 point. Points are added and converted to a number and a letter grade.
- 20% Quizzes/ typeface exercises (approximately six)
- 60% Projects (15% Poem Poster, 25% Book, 20% Magazine Editorial Spread)

"C" or better is needed in this course (73%) for graphic design Majors to advance to the next level in the program. "C-" is not considered "C." Failure to achieve "C" in this course will result in your having to repeat the course.

LATE ASSIGNMENTS THIS POLICY IS STRICTLY ENFORCED!

- You receive points for timely completion of all assignments.
- Work not complete at the beginning of class on the due date receives 0%. **All required components must be complete on or before the due date or the assignment is graded incomplete.**
- You may re-do an assignment only if you submitted it **complete** on the due date. You have one week from the date the grade is given to re-do the assignment. **I accept re-do assignments ONLY if you submit the original assignment WITH THE GRADE SHEET UPON WHICH I WROTE YOUR GRADE, AND THE RE-SUBMISSION.** The higher grade is recorded.
- Quizzes are not made up under normal circumstances. **You must discuss exceptional circumstances WITH ME IN ADVANCE for possible approval/alternate assignment**—which must be completed by the beginning of class one week from the original quiz date. If you enter class five or more minutes late you **MAY** forfeit a quiz.

This policy has exception in emergencies (death in family, debilitating illness, jury duty) which you must personally discuss with me PRIOR TO MISSED CLASS or due date.

IF YOU SUBMIT WORK OUTSIDE OF CLASS...

leave it on my desk. If I'm not there, notify me via e-mail. Send Homework **ONLY** as LOW-RES pdf attachment. You may receive credit **ONLY** IF you notify me **BEFORE IT'S DUE**—and I accept your reason as valid—for your not submitting it in class. The attachment must be a single pdf document (multi-page if necessary), and correctly labelled with your last name, gd310, name of assignment and date submitted; i.e. "smith_gd310_ex2_3feb"

ATTENDANCE/TARDINESS/ABSENCES

Coursework at NEiA is very hands-on and students are expected to attend class on a regular basis. Poor attendance will affect a student's final grade in a class as follows: Our college-wide standard is that students with more than 3 absences will have their earned academic grade lowered one letter grade (ex: B+ to C+). More than 4 absences will lower their grade to a maximum of a D. Students are responsible for making up assignments and communicating with their instructors regarding missing classes. All faculty members have school voice mail and email to help students contact them. The college does not distinguish between excused or unexcused absences and therefore all absences are unexcused. If you know ahead of time that you will be absent, you are required to notify your instructor and make arrangements to collect assignments and hand-outs. A student who misses all of his or her classes for two consecutive weeks will be withdrawn from the college.

LATENESS

If a student arrives late or leaves early from class, it is noted in the attendance roster. Four late arrivals/early departures count the same as a full absence. Further, if a student is more than 30 minutes late to a class or leaves more than thirty minutes before the conclusion of a class he/she is marked with a one-half absence for that class. Two half-absences count as missing an entire class. If an assignment is due and you are absent, refer to **IF YOU SUBMIT WORK OUTSIDE OF CLASS**.

DISTRACTING CLASSROOM BEHAVIOR

All classes are participatory learning environments. Therefore, the use of third party communication devices is prohibited. In the event that you need technology as an assistive device, please speak with the faculty member privately. Other forms of distractive behavior, such as sleeping, side conversations, disrespect toward fellow students and profanity are also not permitted in order to ensure a comfortable and conducive learning environment.

PARTICIPATION

NEiA expects you to be current with assignments and to attend all classes. In addition to class, make an appointment with me—or show up during scheduled office hours—I'll drop your lowest single-weighted completed quiz grade.

STUDENT EMAIL

MyAiCampus.com is the student portal to be used for managing your campus email and tracking your academic progress. It was created to streamline educational needs and provide information and services for students. On this site, which serves as a service center, you will be able to access academic, student affairs, financial aid, and student accounts services. Students have the opportunity to register for classes, view academic records, view class schedules and grades, pay a bill, and much more. To access this portal, log onto www.MyAiCampus.com and create an account. All students are required to create and manage an account. This is the means by which the college will communicate with you about critical information, events and updates.

Students are expected to use email responsibly and respectfully. Refer to the Student Code of Conduct in the Student Handbook as well as "Policy on Computing Ethics" and "Acceptable Use Policy for Networks." I often use email to correspond regarding assignments, etc.... **I correspond ONLY via NEiA email; please make sure it is working properly, in quota!!!**

ACADEMIC INTEGRITY

NEiA defines academic dishonesty as cheating on tests or assignments, the presence and/or use of cheat sheets or third party communication devices, and copying or purchasing materials from any outside source, including the words, thoughts, audio, video and/or graphic files of others without attribution. Guidelines for academic integrity are strictly enforced through the use of anti-plagiarism software. If you have questions about how to attribute properly, you are advised to ask the instructor or an academic advisor. Penalties for cheating and plagiarism range from failure of the assignment, failure of the course to dismissal from the college for multiple offenses. All students are required to familiarize themselves with the Academic Integrity Policy that is published in the Student Handbook. Failure to follow the policy, and/or instructions provided by the instructor, will result in the penalty ascribed in the Academic Integrity Policy. Using your own previously produced work or work you produced for another class without providing credit in writing is plagiarism. If you quote anyone—even your OWN previously-submitted words—, you **MUST** place quoted material in quotation marks, and properly footnote the source. Unauthorized use of original source materials may result in penalties including project failure, course failure, and/or administrative action. Copyright laws protect work; you are responsible to respect originality and ownership of yours and others' works. Refer to the **NEiA Student Handbook** for thorough discussion of NEiA's plagiarism policy, and to the *MLA Style Guide* for proper methods of citation.

SEMESTER CREDIT HOUR DEFINITION

A semester 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 approximately fifteen weeks for one semester hour of credit, 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.

ACADEMIC SUPPORT/DISABILITIES

Academic Support (tutoring and advising) is provided to any student wishing to take advantage of it through the Academic Achievement Center. Additionally students who feel they are able to assist with tutoring should also contact their instructor and/or the Academic Achievement Center.

Students with known disabilities should contact the Student Affairs Office to arrange for accommodations. Students will not receive any accommodations without a signed letter from the appropriate administrative agency. Feel free to make an appointment with Student Affairs and/or the instructor in order to discuss any issues of concern.

It is the policy of The New England Institute of Art to not discriminate, in its educational programs, against qualified students with documented disabilities. If you have a disability-related need, contact your instructor **and** the Student Services Office in the first week of class to allow for necessary modifications to be made. Refer to the Nondiscrimination Policy on the Enrollment Agreement form for the complete policy. Academic Support (tutoring) is provided to any student in need of tutoring. Students who feel they are able to assist others with this course, as a tutor, should contact their instructor and/or the Student Services Office.

ADDITIONAL CLASS POLICIES

- Distracting classroom behavior: All classes are participatory learning environments. Therefore, the use of third party communication devices is prohibited. In the event you need technology as an assistive device, please speak with the faculty member privately. Other forms of distractive behavior, such as sleeping, side conversations, disrespect toward fellow students and profanity are also not permitted in order to ensure a comfortable and conducive learning environment.
- Food/drink are not permitted in computer studios. Please keep clean the space around you.
- If found using the computers and/or internet for pornographic, indecent, or illegal means you will be subject to severe disciplinary action including possible failure or dismissal.
- Cell phones/beepers/text messaging are not permitted. You may use personal headsets **ONLY** during in-class work sessions. You are responsible for all class information. Self-respect and respect for others is the most valuable lesson, it is required. Refer to NEiA Student Handbook for Student Code of Conduct.
- You may leave class to use the restroom, feed the meter, respond to/make an important call. No need to ask to be excused if you'll be out of class for 10 or so minutes. You are responsible, however for material missed during your absence—however brief.
- **ABSOLUTELY NOTHING IS ACCEPTED IN WHICH YOU HAVE USED RUBBER CEMENT.**
I do NOT accept or grade anything with rubber cement on/in it; I will return it ungraded.
- Assignments unclaimed may be discarded after the second week of the following semester.

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TYPEFACE USAGE

- Use only typefaces on page 6 of this syllabus, or in the required books. Record every typeface you use in each project with typeface name, designer, date of design and reference source in writing in the Project Statement. **Failure to write each typeface name, designer, date of design and reference source you use constitutes incomplete submission and points are deducted from your project grade.**
- **NEVER use shadow, stacked, stretched, underline or outline type in this course.**
- **DO NOT convert type to outlines.**

TYPEFACES

Choose from only these typefaces for all class Projects and Exercises. This list is organized primarily according to classifications in *Rockledge's International Type Finder*. It's important to your career for you to become familiar with typefaces in these classifications:

VENETIAN SERIF

Centaur

OLD STYLE

Caxton

Times Roman

Goudy Old Style

Trajan

TRANSITIONAL and NEW TRANSITIONAL*

ITC New Baskerville

Caslon 540

Century Oldstyle

ITC Galliard

ITC Garamond

Hoefler

New Aster

Sabon

Century Schoolbook*

ITC Cheltenham*

MODERN

Bodoni

ITC Century

Didot

ITC Fenice

Modern

SLAB SERIF

Clarendon (bracketed)

Egyptian 505 (bracketed)

ITC Lubalin Graph (perpendicular)

Stymie (perpendicular)

SANS SERIF

ITC Avant Garde Gothic (Geometric sans serif)

Eurostile

Franklin Gothic (Geometric sans serif)

Futura (Geometric sans serif)

Gill Sans (Humanist sans serif)

ITC Kabel

Helvetica (Transitional sans serif)

Ocr A

Ocr B

Optima (Humanist sans serif)

Univers (Transitional sans serif)

Vag rounded

Verdana (*Hey, what's up with this?—look at Verdana u/c 'l' and 'j'—they've got serifs!!!!*)