

**THE NEW ENGLAND  
INSTITUTE OF ART**

**SUMMER 2012**

**GD107A  
TYPOGRAPHY  
AND LAYOUT**

**THURSDAY  
4:00-6:50PM  
ROOM 235**

**INSTRUCTOR**  
Donna Stepien

**OFFICE HOURS BY  
APPOINTMENT**

Faculty Office  
Main Campus:  
Wednesday  
8:00–9:00AM  
NOON–1:00PM  
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/Desk**

**Location**

GD Faculty Office  
Main Campus

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 course develops students' understanding of Elements of Art, Principles of Design and Gestalt Laws applied to layout of typography and images through projects which stress visual organization and communication of form and content.

**PREREQUISITE:** GD105

**COURSE OBJECTIVES & COMPETENCIES**

Upon successful completion of the course quizzes, exercises and projects, students shall:

- Demonstrate understanding of \*Elements of Art (point, line, texture, shape/form, value, space, color), \*Principles of Design (contrast, harmony, proportion, balance, rhythm, perspective, unity) and \*Gestalt laws (proximity, similarity, continuity, symmetry, closure) by their successful application to projects involving layout of type and image. \* *These may be listed differently in different sources, i.e. The Language of Graphic Design*
- Present concepts in effective thumbnail, rough and comprehensive layouts.
- Produce typographic layouts that demonstrate knowledge of visual hierarchy and proportion in a format and placement of type and image within the format.
- Apply the formal elements, above, to visually communicate the content/information to the appropriate audience.
- Participate in, and contribute in a relevant way to, class discussions and critiques.
- Demonstrate basic knowledge of history of typography, anatomy of letterforms, basic typeface classifications, terminology and technology.
- Develop basic conceptual visual communication skills and successfully gather and conceptually process information to present in visual form.
- Participate in creative problem-solving through projects in typography and layout.
- Strengthen awareness of the world as a global community, and to use sensitivity regarding our choices as designers of typographic visual communication.

**THIS COURSE CONSISTS OF...**

- four projects
- three-four quizzes
- three-four exercises

**BOOKS/READINGS**

**Required. Bring to all classes**

- *Thinking with Type*, Ellen Lupton (Princeton Architectural Press)
- [www.thinkingwithtype.com/](http://www.thinkingwithtype.com/)
- *The Language of Graphic Design*, Richard Poulin (Rockport Publishing)

**Book, excerpt or article is on Library Reserve and/or on zloty website**

- *Grid Systems*, Kimberly Elam (ISBN 1-56898-465-0)
- *The Elements of Typographic Style*, Robert Bringhurst
- *The Old Way of Seeing*, Jonathan Hale
- Additional readings may be assigned

**Recommended**

- *Bookdesign*, Andrew Haslam
- *Editing by Design*, Jan V. White (ISBN 1-58115-302-3)
- *Typographic Design: Form and Communication*, Philip Meggs (Third Edition)
- *The Elements of Typographic Style* by Robert Bringhurst
- *A Type Primer*, John Kane
- *Stop Stealing Sheep and Find Out How Type Works*, Eric Spikerman
- Communication Arts, HOW, PRINT, Graphis, Eye, Step. Baseline
- [www.aiga.org](http://www.aiga.org) (especially student information and AIGA Boston Chapter)
- [http://store.adobe.com/type/browser/P/P\\_1719.html](http://store.adobe.com/type/browser/P/P_1719.html)

**MATERIALS AND SUPPLIES** ( \* = you MUST bring to each class)

- 9 x 12 tracing paper\*
- 9 x 12 layout bond (Bienfang Designer Series, Graphics 360 or equivalent)\*
- Smooth (plate) bristol paper, as assigned
- #4h pencil\* ABSOLUTELY NO OTHER PENCIL!!!!
- Micron markers, 01 (black, red, green, blue, purple)\*
- kneaded eraser\*
- burnisher
- 'magic' tape\*
- gouache/plaka/acrylic (black and white)
- paintbrushes (00, 1, 2 round are suggested; you may use other sizes if you wish)
- 1" or 1 1/2" ring binder and plastic sheet protectors\*
- triangles, if you have them
- x-acto knife and extra #11 blades\*
- 18" or 24" 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\*
- You will receive a sheet for each project, which describes project requirements. Bring **all** project components for each 'current' project to each class. **Refer to Course Outline and website for project sheets, readings and asterisked materials for each class. If an assignment sheet or reading is NOT on the website, send me an email message and I will forward it as an attachment, or tell you where you may find it.**

**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 of all assignments. Late homework is not given homework credit, it negatively affects your grade. DO submit late homework that is a project component **when the completed project is due** to receive project credit. Refer to late assignment policy, p3.

**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 METHOD: Projects are graded in the following areas and averaged:**

- Concept/Originality
- Fulfills Concept in a Visually-Understood Way
- Research/References
- Presentation/Craft
- Technical Skill
- Completeness/Effort

-Points in each area show your success in that particular area of the project. Specifics are on each course outline/project sheet. READ all project competencies, outcomes and rubric.

**Attention to Due Dates: Your final grade is determined this way:**

- 10% *Timely completion* of homework/projects as assigned. Each assignment submitted in full and on time is 10 points. Points are added and converted to number and letter grade.
- 10% Participation shown by attendance and promptness. Each *timely* attendance receives 1/4 point. Points are added and converted to number and letter grade.
- 20% Quizzes, Exercises (three-four quizzes and three-four exercises)
- 60% Projects. Four projects, equally-weighted

**LATE ASSIGNMENTS THIS POLICY IS STRICTLY ENFORCED!**

- You receive credit only for timely completion of homework, quizzes, exercises and projects.
- Assignments not complete at the beginning of class on the due date receive 0%. All required project/homework components must be submitted on or before the due date or the assignment is graded incomplete.
- You may re-do a project only if you submit 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 projects ONLY if you submit the original project 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. Discuss exceptional circumstances with me, for possible approval of alternate assignment, which must be submitted by the beginning of class one week from original quiz date. If you enter class five/more minutes late you MAY forfeit a quiz.

**This policy has exception in emergencies (death in family, hospitalization) ...which you must personally discuss with me.**

**IF YOU SUBMIT WORK OUTSIDE OF CLASS**

leave it on my desk. If I'm not there, notify me via e-mail. Send digital 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 for your not submitting it in class as valid. The attachment must be a single pdf document (multi-page if necessary), correctly labelled: your last name\_gd107\_name of project/exercise\_date submitted; i.e. "smith\_gd107\_ex2\_3jun12"

**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 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 accrue as a full absence. 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 accrue as missing an entire class.

If an assignment is due and you are absent, refer to **IF YOU SUBMIT WORK OUTSIDE OF CLASS**.

**PARTICIPATION**

NEiA expects you to be current with assignments and to attend all classes. If you make an appointment with me—or show up during scheduled office hours, AT LEAST TWICE—and remind me to make a note of it, I'll drop your lowest single-weighted completed quiz/exercise grade (at my discretion).

**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](http://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 the email address you provide at the beginning of the semester; please make sure that it is current, working properly, and 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/illustrations/drawings/designed work—you MUST properly quote the material, 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 citation methods.

**ADDITIONAL CLASS POLICIES**

- All classes are participatory learning environments. 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 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. 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 can 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.

**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.

**TYPEFACE CLASSIFICATIONS FOR WHICH YOU ARE RESPONSIBLE**

Old Style (also called 'Humanist')

Transitional

Modern

Slab Serif

Sans Serif

(Humanist, Transitional, Geometric) and...Modified Sans Serif (such as Optima and Kabel)

Typefaces for which there are serif and sans serif versions:

Rotis (Otto Aicher); Stone (Sumner Stone); Lubalin Graph [serif], Avant Garde [sans serif]

(Ed Lubalin); Thesis (Lucas de Groot)

**WHEN REQUIRED TO CHOOSE A TYPEFACE FOR A CLASS ASSIGNMENT, CHOOSE ONLY FROM THE FOLLOWING** (This list is organized primarily according to classifications in *Rockledge's International Type Finder*. I recommend you become familiar with typefaces in this context):

**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!!!!)

**NEVER use shadow, stacked, stretched, underlined or outlined type** in this course! **You are responsible** for all the information on the front and back inside covers of *Thinking with Type*!