

Tafoya § Typography § Course Syllabus

Art 2110 (3 credits)

Instructor: Renee Tafoya

The craft of typography is introduced, including terminology, type specification, copy fitting and kerning. Emphasis is placed on the development of a full understanding of typographic history, classification, characteristics, and use of type in the field of graphic design. Students learn to work with type intelligently and creatively. Prerequisite: GRAR 1810 or GRAR 1820 or concurrent enrollment

REQUIRED TEXT AND MATERIALS:

- Required: A Type Primer by John Kane, Prentice Hall Inc., ISBN: 0-13-099071-x
Required: The Complete Typographer by Will Hill, Prentice Hall Inc., ISBN: 0-13-134445-5
Recommended: Type Rules: The Designer's Guide to Professional Typography by Ilene Strizver, North Light Books, Publisher, ISBN: 1-58180-047-9
- three-ring binder notebook
- point and pica ruler
- marker layout pad
- black markers, fine and wide
- one fine red marker
- a Zip Disk or other USB storage device and/or blank CDs for backup of your files

GRAPHICS PROGRAM OUTCOMES:

- Prepare students for entry-level positions in the graphics industry.
- Develop student portfolios for entry into the workplace or transfer to private art and design institutions where portfolio review is required.
- Utilize proper terminology, techniques and procedures common to the graphics industry.

TYPOGRAPHY COURSE OBJECTIVES:

The student will

- discuss the evolution of writing, literacy, and printing technology from prehistory to the present.
- recognize typographic classifications and understand their historical significance.
- become proficient in the typographic capabilities of InDesign, Illustrator, and Quark.
- become proficient in using type proofing symbols, measurement, and terminology.
- demonstrate mastery of font management for Mac OSX.
- achieve thorough understanding of typographic hierarchy.
- appreciate the beauty and form of type as a visual element.

ATTENDANCE:

Northwest College has an attendance policy: one clock hour of unexcused absence for each credit offered (for example, this is a three credit course = three clock hours of unexcused absences allowed). After the allowed absences have been taken, your grade will drop by one letter for each class missed. You are considered absent if you are not here when attendance is taken. Excused absences must be arranged with the instructor in advance. It is your responsibility to make up any work missed during absences.

GRADES:

Your final semester grade will be determined as follows:

A=100-91 (exceptional work beyond the class requirements)

B=90-81 (excellent technical and creative abilities exhibited)

C=80-71 (all work accomplished on time and minimum goals achieved)

D=70-61 (minimum goals not achieved, late presentations)

F=60 or less (failure to finish assignments or submitting "D" quality work late)

Earning points:

Exercises 30% – these are graded as S/U

Projects: 30% – graded on creativity, effort, craftsmanship, presentation, meeting requirements

Quizzes: 20%

Resource Files 20%

Extra credit and makeup assignments are available.

This course is organized into 10 instructional units or topics. Each unit will consist of a lecture and discussion, demonstrations and exercises, an assignment and lab time. Students are expected to actively participate in all discussions and to build a binder of lecture notes, exercises, handout material, and resource files. Reading the handouts and text is the key to producing meaningful work. All work must be original. The instructor follows the NWC Student Handbook policies and procedures in cases of academic dishonesty.

RESOURCE FILES

Objective

To be inspired by award-winning graphic design. To become familiar with graphic design publications. To survey current trends in typography.

Description

Research, scan and collect examples of good typography from NWC library's resources and file in an organized manner.

Procedure

Visit the NWC library's reserve section (ask for Tafoya's reserve books), visit the oversized books, the stacks, and the periodicals every week. Also visit book stores, take pictures, collect printed pieces, postcards, packaging, T-shirts or anything you are attracted to. Scan and print examples of innovative and creative typography. Present your research in class every week. Be prepared to talk about what specifically attracted you to the pieces in your collection. Keep copies in your binder.

Schedule

Research for each week due at the beginning of class each Thursday. Present your files in your 3-ring binder at midterm to be graded. Present your files in your 3-ring binder at your final individual review to be graded.

OTHER INFORMATION:

Students with Special Needs

Students who qualify for specific accommodations under the Americans with Disabilities Act should inform the instructor within the first week of class to ensure that their needs are met in a timely manner. It is the student's responsibility to inform the instructor of her/his needs and to provide the necessary documentation to the Student Success Center before any classroom accommodation can be made. To contact the Director of the Student Success Center, call 754-6204 or stop by the Center located in the basement of Colter Hall.

Lab Etiquette

Food and beverages are not allowed in the computer lab. With the permission of the rest of class, you may play CDs at low volume during lab time but headphones are not allowed because while you are in your own musical world, you will miss spontaneous discussions and demonstrations. Talking during the instructor's lecture or demonstration is not ok. Neither is checking your email or working on projects from other classes during this class time.