Art 2510   Typography I   Spring 2010   Syllabus

Credit hours: 3
Studio hours: 8:00 – 10:50 a.m. Tuesday and Thursday
Instructor: Philip Kunze
Email: phil@philipkunze.com
Office: 382-1960, office hours by appointment

Catalog Description

Studies in the design of letterforms and typographic structure. Emphasis is on developing an understanding of typographic form through drawing and compositional exercises and discussion of perceptual, historical, and technological influences. Computer technology will be investigated.

Prerequisites

Art 2500, Art 2600

Objective

Learning to communicate and create meaning with letterforms, words, and sentences. We will focus on readability, control of typographic variables, figure/ground relationships, and composition.

Studio and Outside Work

Learning will accrue inside and outside of the classroom through discussion, research, discovery, observation, ideation, development, design, individual and group problem solving, collaboration, coaching, critiques, and presentations.

Student Responsibilities

Students are expected to attend all classes, arrive on time, make good use of class time, maintain the studio, and stay for the entire class period. Cell phones will be turned off. Computers will be used for class work only. Course evaluation will drop one letter grade after three absences.

Students are expected to actively participate in class. Individual contributions to discussions, critiques, and other group processes will be considered in final evaluations. So will distractions.

Students are expected to explore as many options as possible for each assignment, exert a good effort, work within assignment requirements, and complete all work on time. Learning is cumulative.

Students are expected to maintain all work in good condition and store computer files in safe and secure places to ensure that all efforts are represented well in process documentation and presentations.

Online

You will have access to a class blog that includes notes, resources, assignments, and feedback through a link in the left column of: http://philipkunze.com/design-that-works/western-michigan-university/ You'll receive a password in class. You may also be interested in my teaching philosophy posted on my Teaching Graphic Design page.

Class Fee

The class fee supports student projects, including: copy machine access; Design Center facilities access; computer lab software and some printing; class project materials; and instructional materials.

Work Requirements, Evaluation, and Grading

Guidance and feedback will be given informally on an ongoing basis. Work will be reviewed and discussed in class – on paper and on screens. Discussions, critiques, and presentations will be integral parts of all assignments. Finished assignments will be submitted on paper and/or electronically. Students' first and last names, assignment title, and submission date should be written in the upper left corner of the reverse side of assignments submitted on paper.

Evaluation throughout the semester will be based on:
- *Process*: attendance, attentiveness, attitude, motivation, research, understanding, experimentation, exploration, sketching, innovation, integrity, effort, and participation in class
- *Performance*: ideation, development, design, and growth
- *Professionalism*: meeting deadlines and requirements, craftsmanship, and presentation of work

Design process and specifics of documenting it will be discussed in class.

Grades will be reduced for late work and absences. The standard WMU letter grade scale will be used.

Supplies

Your textbook for all three type courses is *Typographic Design: Form and Communication* by Rob Carter, Ben Day, and Philip Meggs.

You are expected to have all of the required hardware and software: http://cfa.wmich.edu/art/forms/bfa_gd_forms/gdreqpurch.pdf
Adobe InDesign will be used in this course.

You should already have most of the drawing tools and supplies needed in this course.

Note

You are responsible for making yourself aware of and understanding the policies and procedures in the Undergraduate (pp. 274-376) Catalog that pertain to Academic Integrity. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity, and computer misuse. If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Conduct. You will be given the opportunity to review the charge(s). If you believe you are not responsible, you will have the opportunity for a hearing. You should consult with me if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test.