

Advanced Typography

4 Credits
Prereq: Gdes 2345

Fall 2019
TTh 6:15- 9:15
McNeal 336 & B22

Instructor
Abbey Kleinert
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Office hours
by appointment,
McNeal 346

Course Description

Our verbal culture is documented and expressed through typography. Advanced Typography is a further exploration of expressive visual communication of words. Both the fundamental legibility of 'the invisible art' and overt expression through type will be addressed. An extended typographic project will be completed.

Course Objectives

In this course, students will:

Further their sensitivity to the formal qualities of letterforms

Refine technical skills for hand and digital type composition

Gain broader experience in the selection and arrangement of type for effective legibility and readability

Explore the legibility constraints of type and color

Enhance skills for shaping verbal messages through typographic design

Explore the expressive range of typography as a primary visual, illustrative element

Develop, compose, and produce an extended typographic project

Student Learning Outcome

have mastered a body of knowledge and a mode of inquiry

In this course, students will:

Gain broader experience in the selection and arrangement of type for effective legibility and readability and enhance skills for shaping verbal messages through typographic design.

Create a functional organization of complex information through effective hierarchy and typographic expression.

Demonstrate an ability to produce refined, sophisticated information and publication design that illuminates the subject and supports the reader/user experience.

Experiment with solutions, critically analyze the results of their own solutions and those of their peers, and make modifications to their solutions based on the critique.

Explore a variety of media outputs for type design including printmaking, bookmaking, laser cutting, and animation.

Learning is evaluated through presentation of the work in class and submission for evaluation.

Overview

This class is an exploration of the elements and forms of typography. We will address the role of these elements as highly abstracted symbols that nevertheless function as the vehicle for the most literal communication—and the most expressive. Significantly, this class is an opportunity for advanced design students to develop portfolio quality pieces which demonstrate a breadth of expression as well as a personal aesthetic of type. You are expected to bring your own motivation, inspiration, and expression.

Students will explore typography from four broad focus areas:

Organization

Form

Expression (Meaning)

Application (Context)

And then will have the opportunity to create a self-defined project based on lessons and observations from these different perspectives of type.

Grading and Criteria

30%	Unit 1	Syllabus and Catalog
15%	Unit 2	Expressive Type/Lettering
20%	Unit 3	Letterpress
20%	Unit 4	Alphabet
15%	Final Project	Self-Defined

Graduate Credit

Meet with instructor to discuss.

Please note: ALL assignments must be turned in to receive a final grade. One missing assignment will automatically result in an “F” as the final course grade.

Project grades will reflect the quality of The concept— the creativity, challenge, and effectiveness of the solution

The formal design qualities— effective and interesting use of design elements, visual strength

The technical production quality — crafting, control of materials (including software and digital output)

Self knowledge, self evaluation, and engagement with personal design process

Grading will include consideration of design process: including written and visual proposals, thumbnails, design development, studio work, and critique participation.

Grade Definitions

A–F grades will be assigned in accordance with University definitions; plus or minus indicate performance relative to the letter grade definition.

A achievement outstanding relative to the level necessary to meet course requirements. [‘wow!’ excellent: above & beyond: showing initiative, creativity]

B achievement significantly above the level necessary to meet course requirements. [‘good’]

C achievement that meets the basic course requirements in every respect. [‘just fine’]

D achievement worthy of credit even though it does not fully meet the basic course requirements in every respect.

F performance that fails to meet basic course requirements and is unworthy of credit.

See also: <http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html>

Late Work

Performance issues can influence your final grade. Students are responsible for submitting work on time - it is a measure of student commitment and professionalism. Assignments are due at the beginning of class and must be submitted in accordance with faculty proscription. There are no exceptions to this simple policy unless approved by your professor. Late work and/or work that does not meet the assignment requirements will immediately result in the deduction of one full letter grade. Each successive 24-hour period the work is not turned in will also result in a full letter grade deduction. If you have a problem completing the work on schedule, please see your instructor about alternative means of meeting your course obligation. Should such arrangements be made, it does not release you from any of the assignments required by this course.

Note: work not presented at critique is considered late.

Absences

Attendance for every class and staying for the entire class is required. The student is required to be on time for each class and is expected to be engaged with the course material for the entire class period. Continued tardiness and engagement with smart phones or computer work unrelated to the course will result in an absence. Absence from more than 2 studio sessions may result in a course grade one full grade lower than otherwise earned; missing 3–4 classes may result in failure. Students are responsible for obtaining class materials. Faculty are not obligated to reteach a class a student has missed. In the case of extended illness or other legitimate absences that may keep the student from attending class, students must contact their faculty member.

Communication

I can be reached most effectively via email: kleio403@umn.edu, which is checked regularly m–f. You are responsible for communication sent to your umn.edu email account. Email is checked regularly m-f, and responded to in as timely a manner as possible. Emails are for yes or no questions or logistics only, longer conversations and concerns must be expressed in person during office hours.

Resources

- Digital Color and Type, Rob Carter
- Playing with Type, Lara McCormick
- Type Matters!, Jim Williams
- Typography SketchBooks, Lita Talarico and Steven Heller
- <http://elupton.com/2009/10/deconstruction-and-graphic-design/>
- <https://99u.adobe.com/articles/54834-gemma-obrien-the-future-of-typography-is-human>
- https://eyeondesign.aiga.org/the-eye-on-design-guide-to-the-glorious-distorted-world-of-typographic-tees/?mc_cid=0097e01fb5&mc_eid=c832696323
- <http://www.artcorelearning.org/studio-habits-of-mind/>

Others will be posted on an as-needed basis during each unit.

Supplies

- Portable, digital storage device
- Other presentation materials
- Papers as determined by the nature of the projects
- 30–40 color print-outs and one print-on-demand book order services
- Adobe CSS: InDesign; TypeKit
- Plotter printing
- Binding services (diy print booklet)
- Misc. printmaking materials discussed at time of printmaking project

Assignment Policy

Assignment sheets will be handed out for each project, describing the project parameters in detail and providing interim and final due dates. Pay attention to the constraints of the assignment, so that your time and effort are used effectively. Assignments may be resubmitted once, within a week of the due date, for a maximum 5 point upgrade. There are no extra credit options. Assignments are due at the beginning of class or other specified time. If you miss a due date, turn it in afterwards as soon as possible. For missed in-class presentation, give it the next class meeting. Assignments will be collected via a shared Google Drive folder. Assignments are generally graded or returned within two weeks of the due date, grades can be posted on Canvas.

Records

Digital copies of your work may be used for teaching and program promotion. Individual prints of letterpress editions will be kept for archive purposes. Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print.)

University Standards & Policies|Student Expectations

Classroom Conduct

All activities in the University, including this course, are governed by the University of Minnesota Student Conduct Code. Students who engage in behavior that disrupts the learning environment for others may be subject to disciplinary action under the Code. In addition, students responsible for such behavior may be asked to cancel their registration (or have their registration canceled). See http://regents.umn.edu/sites/regents.umn.edu/files/policies/Student_Conduct_Code.pdf

Academic Misconduct

Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments or examinations, plagiarizing pieces of work, depriving others of necessary coursework, and sabotaging another's work. Discovery of academic misconduct is grounds for an "F" or "N" in the course.

Inclusivity

You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. I will honor your request at any point to address you by your correct name, gender pronoun, or any other manner you would like to be referred. If you like, I will also instruct class members to do the same. Please advise me of how you would like to be referred to in class. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff.

All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help. http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity_Diversity_EO_AA.pdf

Availability of Disability and Mental Health Services

The University of Minnesota is committed to providing all students equal access to learning opportunities. <http://regents.umn.edu/sites/regents.umn.edu/files/policies/DisabilityServices.pdf> Disability Services (DS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations.

Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential discussion at 612-626-1333 (V/TTY) or ds@umn.edu.

Students registered with DS, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/ or lack of motivation. These mental health concerns or stressful events may lead to diminished academic-

performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via www.mental-health.umn.edu or contact Counseling/ Consulting Services at 612-624-3323.

Academic Services

If you would like additional help, please contact one of the offices listed below.

Center for Writing

10 Nicholson Hall, Mpls 612-626-7579

Student Academic Success Service

340 Appleby Hall, Mpls 612-624-3323

199 Coffey Hall, St. Paul

Additional University Policies

Sexual Harassment

<http://www.policy.umn.edu/Policies/hr/HRMisc/SEXUALHARASSMENT.html> academic freedom and responsibility

http://regents.umn.edu/sites/regents.umn.edu/files/policies/Academic_Freedom.pdf

Make Up Work for Legitimate Absences

<http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html>

Teaching and Learning

Student responsibility personal electronic devices in classroom respecting intellectual property (use of class notes and materials)

<http://www.policy.umn.edu/Policies/Education/Education/STUDENTRESP.html>

Academic Workload Expectations

For undergraduate courses, one credit is defined as equivalent to an average of three hours of learning effort per week (over a full semester) necessary for an average student to achieve an average grade in the course. For example, a student taking a three credit course that meets for three hours a week should expect to spend an additional six hours a week on coursework outside the classroom.”

-<http://www.policy.umn.edu/Policies/Education/Education/STUDENTWORK.html>

Note: gdes 4345 is a 4 credit course, it meets 6 hours/week + 6 outside = 12 (= 3 x 4)

Expectations

You are expected to attend all classes and participate in discussions and review of your own and others' work. Work that isn't presented will be considered late.

Professional and ethical behavior is required. Misrepresentation of work, use of copyrighted material without permission, or negligence in citing sources will be grounds for failure. Appropriate, respectful behavior is expected of everyone. Along the way, you are expected to work hard, learn a lot, create beautiful arrangements of type, and have some fun.

Expectations of Students

Students are responsible for all class meetings, including any information in the syllabus.

Students are responsible for being on time and preparing for all class sessions.

Students are responsible for meeting all course requirements, observing all deadlines, examination times, and other course procedures.

Students are responsible for seeking help when needed.

Students may not make commercial use of their notes of lectures or University-provided materials without the express written consent of the instructor.

House Rules

Whether we are engaged in group activities or doing individual studio projects, the designated class hours are intended for typography studio activities. Your skill and creativity thrive in an atmosphere of open interchange among yourselves and with me. In the lab, the myriad opportunities, responsibilities, and distractions of the digital world are at your fingertips. you must resist. In other words, no email, facebook, youtube, headphones, or work from other classes. Students discovered doing work unrelated to this class will be considered absent (after one warning). please make sure phones are silent during class –in an emergency, take calls out of the classroom/studio.

** This syllabus is a rough guide for the semester, and is subject to change with unforeseen circumstances; reasonable notice of changes will be given.*

Week 1	9/3 Introductions, areas of focus Syllabus assignment lab <i>Homework: Syllabus Phase 1</i>	9/5 Syllabus Phase 1 review/phase 2 lab <i>HW: Syllabus Phase 2</i>
Week 2	9/10 Syllabus Phase 2 Crit <i>HW: Final Syllabus</i>	9/12 Final Syllabus Due, editorial content lab/ discussion <i>HW: Editorial Content Phase 1</i>
Week 3	9/17 Editorial Content phase 1 review <i>HW: Editorial Content Phase 2</i>	9/19 Lab <i>HW: Editorial Content phase 2</i>
Week 4	9/24 Editorial Content phase 2 crit <i>HW: Editorial content Phase 3</i>	9/26 Editorial content phase 3 due Demo/lecture: cover <i>HW: Cover phase 1</i>
Week 5	10/1 Cover Phase 1 review/lab <i>HW: Cover Phase 2</i>	10/3 Cover Phase 2 review/lab <i>HW: Print cover and create catalog mockette</i>
Week 6	10/8 Cover finished, print-on-demand orders Type expression lecture/demo, new project start <i>HW: Type expression phase 1</i>	10/10 Lab/review type expression phase 1 <i>HW: Type expression phase 2</i>
Week 7	10/15 Type Expression phase 2 <i>HW: Type expression</i>	10/17 Type expression phase 2 review and production start
Week 8	10/22 Type expression production <i>HW: Type expression production</i>	10/24 Final Type Expression due intro/demo letterpress project <i>HW: Letterpress project design</i>
Week 9	10/29 Letterpress designs phase 1 review <i>HW: Letterpress design phase 2</i>	10/31 Printed Exhibition Catalogs due “Catalog release” Halloween Party <i>HW: Letterpress design phase 2</i>

Week 10	11/5 Letterpress design phase 2 review, Alphabet assignment introduction <i>HW: Finalize letterpress design, polymer plate prep, alphabet phase 1</i>	11/7 Polymer Plates <i>HW: Letterpress, alphabet phase 1</i>
Week 11	11/12 Letterpress printing, <i>HW: Letterpress printing, alphabet phase 1</i>	11/14 Letterpress Printing, Alphabet <i>HW: Alphabet phase 1</i>
Week 12	11/19 Alphabet Phase 1 review <i>Homework: Alphabet Phase 2</i>	11/21 Lab Alphabet Phase 2 Final alphabet expression assigned <i>Homework: Alphabet Phase 2</i>
Week 13	11/26 Alphabet Phase 2 review <i>HW: alphabet phase 3, final expression</i>	11/28 No Class Thanksgiving Break
Week 14	12/3 Alphabet Phase 3 due, Work Day <i>HW: Finishing and final presentation of Alphabet</i>	12/5 Work Day <i>HW: final presentation of alphabet</i>
Week 15	12/10 Final Due	