

# Advanced Typography (Art 376)

Autumn 2012

Class: Monday/Wednesday 11:30–2:20pm, Art 230

Office hours: Mondays 3:00–4:00pm, Art 251

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## Course Overview + Goals

Art 376 is a continuation of your studies in typography from Art 209. In this class you will use typography to conceptualize and visualize complex bodies of information for a variety of communicative purposes. Assignments this quarter will explore different formats with varied applications of type, image and color. Projects will also encourage you to develop a greater sensitivity to typographic details in order to create successful messages.

## Learning Objectives

At the conclusion of this course, students should be able to:

- 1) Understand how type can be used as a primary image/conceptual visualization.
- 2) Integrate type and image to create dynamic, meaningful compositions.
- 3) Work with a grid to organize information and establish an effective hierarchy.
- 4) Appreciate the nuances and apply the techniques involved in professional typesetting.
- 5) Clearly articulate ideas and thought processes in relation to your work.

## Course Structure + Requirements

This course meets twice a week in Room 230. The quarter will be a combination of lectures, critiques, work sessions and in-class exercises. Four projects will be assigned during the quarter. Each assignment also serves as a quiz in that it demonstrates your mastery of the material.

## Course Web Site

[courses.washington.edu/art376](http://courses.washington.edu/art376)

Readings and references will be posted weekly. You are expected to complete all readings, even if they are not explicitly discussed in class.

## Policies + Evaluation

All work for this class should be approached with a high degree of professionalism. Attendance is required for all class sessions. If you miss a class for any reason, it is your responsibility to contact fellow classmates to make up the work. Please make every effort to be on time. Arriving late is seen as a lack of interest and a sign of disrespect for your colleagues. Work that is not ready at the beginning of class will not be critiqued. Late work is heavily discouraged and will not be accepted without prior permission. Grading is based on the quality of your work during the quarter (both visually and conceptually); on your design process (the extent of exploration and variation throughout each project) and on participation in group discussions and critiques. *Please note: there will be no opportunity for revisions on any projects this quarter.*

### Recommended Typefaces

Adobe Garamond  
Akzidenz Grotesk  
Arno  
Avenir  
Baskerville  
Caslon  
Chaparral  
Franklin Gothic  
Frutiger  
Helvetica  
Klavika  
Meta  
Miller  
Minion  
Officina  
Scala  
Thesis  
Trade Gothic  
Univers  
Whitman

### **Grading Breakdown**

Project One (10%)

Projects Two, Three and Four (20% each)

In-Class Exercises (10%, no makeups)

Class participation, individual effort and process (20%)

The following criteria is used when determining grades:

A 3.8–4.0 is given to a student who has exhibited the highest possible performance in all aspects of the course—final projects, the design process and participation are excellent. This student independently seeks out additional information on design and is highly committed/passionate about their work.

A 3.4–3.7 is given to a student who exhibits superior performance in all aspects of the course—the final projects, design process, and participation are uniformly of high quality. This student has a thorough understanding of all concepts presented, and is motivated to improve and succeed.

A 2.9–3.3 is given to a student who has good performance in most aspects of the course. This student follows a thorough design process, has good design work, and consistent participation that reflects a clear understanding of almost all concepts being presented.

A 2.5–2.8 is given to a student who has fair performance in the course. The final work is adequate, with a design process that reflects the minimum needed to complete assignments. Participation and motivation are moderate.

A 0.0–2.4 is given to a student with poor performance in the course. Projects are incorrectly prepared, incomplete or missing. This student does not understand the majority of concepts presented and rarely participates in class. This student is not prepared for subsequent courses in design.

Note: All students are required to pass every design studio class with a minimum grade of 2.5. Receiving a grade below the 2.5 benchmark will result in a one-quarter probationary period. Continued failure to pass subsequent design studio courses with a minimum 2.5 grade will result in expulsion from the design major.

### **Required Software**

Adobe Font Folio Package \$150 (you should have this already)

This can be purchased online at [www.adobe.com/education/products/fontfolioeducationessentials/](http://www.adobe.com/education/products/fontfolioeducationessentials/)

I strongly advise you to purchase a font management system like Suitcase or Linotype Explorer. As you accumulate more typefaces you will need some way to manage them. Adobe InDesign, Illustrator and some Photoshop CS5 are the required programs for this course. If you need additional help with programs visit the Catalyst web site for workshop dates and times ([www.catalyst.washington.edu](http://www.catalyst.washington.edu)). Most workshops are free to students. Adobe's website also has very good tutorials and forums. Design majors in all upper divisions are expected to have solid working knowledge of the Adobe Suite. Do not let a lack of familiarity with a program prohibit you from realizing your ideas.

## **Recommended Reading**

### *General Overview*

Thinking with Type: A Critical Guide for Designers, Writers, Editors & Students

by Ellen Lupton

The Elements of Typographic Style by Robert Bringhurst

Typography Workbook: A Real-World Guide to Using Type in Graphic Design

by Timothy Samara

New Typographic Design by Roger Fawcett-Tang, with David Jury

A Type Primer by John Kane

Typography: Formation + Transformation by Willi Kunz

Typography: Macro- and Micro Aesthetics by Willi Kunz

The Fundamentals of Typography by Gavin Ambrose + Paul Harris

Detail In Typography by Jost Hochuli

Design With Type by Carl Dair

Typographic Design Form and Communication by Carter, Day, Meggs

An A-Z of Type Designers by Neil Macmillan

Book Design by Andrew Haslam

Stop Stealing Sheep and Find Out How Type Works by Erik Spiekermann

Type & Typography by Phil Baines and Andrew Haslam

### *Historical Perspective*

Asymmetric Typography by Jan Tschichold

The New Typography by Jan Tschichold

Typography: A Manual of Design by Emil Ruder

### *Rules of Typesetting*

Getting it Right with Type: The Dos and Don'ts of Typography by Victoria Squire

Type Rules!: The Designer's Guide to Professional Typography by Ilene Strizver

The Complete Manual of Typography by James Felici

Words into Type by Marjorie E. Skillin

InDesign Type by Nigel French

### *Grid Systems*

Grid Systems in Graphic Design by Josef Müller-Brockmann

The Typographic Grid by Hans Rudolf Bosshard

Grid Systems: Principles of Organizing Type by Kimberly Elam

### *Periodicals*

Eye Magazine – [www.eyemagazine.com](http://www.eyemagazine.com)

Baseline Magazine – [www.baselinemagazine.com](http://www.baselinemagazine.com)

Communication Arts – [www.commarts.com](http://www.commarts.com)

IDEA (Japan) – [www.idea-mag.com](http://www.idea-mag.com)

## **Laptops/File Storage**

It is strongly recommended that you back up your work after every assignment. Make duplicate copies of your work so if something happens (and something inevitably will) you have a backup readily available. You can burn to disc, use a jump drive, buy a portable hard drive, or use UW server space. Make sure you run the necessary system updates on your laptop to prevent failures and crashes. Questions about laptop memory and software can be directed to Design faculty.

**Email and Correspondence**

Please note that class announcements are sent to registered students via the course email list. Check your UW email daily. When contacting faculty, please e-mail from your UW account and include a signature block. This will help to avoid junk filters. For all e-mail communication, please observe normal business etiquette with formal salutations to instructors and colleagues, written in proper English without acronyms or abbreviations. *As a matter of policy, no assignments will be critiqued through email.* Use your colleagues, critiques during class time and office hours for feedback on projects.

**Supplies**

Bring your laptop to every class, unless you are told otherwise. Any supplies needed for in-class exercises will be announced in advance. You should have access to a digital camera of some kind. If you don't own one you can check one out through Kane Hall or SOACC (two-day check out).

**Accommodations**

To request academic accommodations due to a disability, please contact Disabled Student Services, 448 Schmitz, 543-8924. If you have a letter from Disabled Student Services indicating you have a disability that requires academic accommodations, please present it to me so we can discuss what you might need for the class.

**Plagiarism**

Plagiarism is defined as using in your own work the creations, ideas, words, inventions, or work of someone else without formally acknowledging them through the use of quotation marks, footnotes, bibliography, or other reference. Please check with faculty if you have questions about what constitutes plagiarism. Instances of plagiarism will be referred to the Vice Provost/Special Assistant to the President for Student Relations and may lead to disciplinary action.

**Violence Awareness and Prevention**

- Preventing violence is everyone's responsibility. If you're concerned, tell someone.
- Always call 911 if you or others may be in danger.
- Call 206-685-SAFE (7233) to report non-urgent threats of violence and for referrals to UW counseling and/or safety resources.
- TTY or VP callers, please call through your preferred relay service.
- Don't walk alone. Campus safety guards can walk with you on campus after dark. Call Husky NightWalk 206-685-WALK (9255).
- Stay connected in an emergency with UW Alert.
- Register your mobile number to receive instant notification of campus emergencies via text and voice messaging.
- Sign up online at [www.washington.edu/alert](http://www.washington.edu/alert).
- For more information visit the SafeCampus website at [www.washington.edu/safecampus](http://www.washington.edu/safecampus).