

Dianne Roman, Assistant Professor in Graphic Design

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Office Hours: listed on door

Note: students are welcome to come any time during office hours - If, however you need or wish to set an appointment with me, you must sign up in the book on my door.

COURSE DESCRIPTION

Focus on typography – its legibility, readability, and use as a visual element. Emphasis placed on visual expression, composition and problem solving. This is an overview course on the topic of type - a key design element. Various ways/methods to work with type in & as a design solution will be investigated. It is not a course in the development of documents.

Prerequisites:

GRDS 171 series: Intro to Graphic Design Parts I & II, and GRDS 276 Intro to Computer Applications.

If you are one of the few students that are taking this course simultaneously with GRDS 276/Intro to Comp Apps., you will need to put extra effort into the beginning of the course in order to accomplish the assignments.

Note: this class will focus and utilize the computer in an intermediate to advance level as well as expect the student to apply basic design concepts and production/craftsmanship skills. - If you do not have the fundamental skills for the work assigned, you will need to drop this class and take the appropriate fundamental courses. You will be graded on craftsmanship and presentation in addition to your work with type.

COURSE OBJECTIVES

1. To acquaint the student with the following areas of typography:
 - The history, structure & usages of letter forms
 - Use of text as a visual element
 - Beginning overview of long document construction
2. To introduce the student to a variety of design needs that a type solution might be the correct one
3. To introduce students to professional layout software and work on an intermediate level with various graphic software, such as Illustrator & Photoshop.

TEXTS & MAGAZINES/REQUIRED (books are in the bookstore)

- ***Typographic Design: Form & Communication***, 3rd Ed - Carter, Day & Meggs
- ***Visual Quickstart for Quark 4***, Elaine Weinmann
- Materials placed on Reserve in the Library as assigned - There are 4 reading assignments.
- ***Letter Arts Review*** - Quarterly Magazine on Reserve in the Library—do not need to purchase.

TEXTS: SUGGESTED

- ***Font/Function & U/lc*** (can be found in the library)
- Any and all books that can help you with using the Macintosh computer, especially software programs utilized in this class.
- Any and all books that provide info on typography, both current usage as well as past.
- A Type Specimen Book - any will do. All good designers have at least one.
- Quickstudy Charts on Illustrator & Photoshop - available at bookstore? Staples? on web at: www.barcharts.com
- ***Stop Stealing Sheep & find out how type works***, Erik Spiekerman & E.M. Ginger.
This is an *Excellent* text on type - current usage and tons of general information.

TESTS/QUIZZES

Tests & quizzes will be administered as needed to aid in the focus and understanding of information.

OUTSIDE CLASS TRIPS/EVENTS: YES there are several things listed here and you do need to do them all!

1. You are required to attend one (1) Gateway trip to Washington D.C./Baltimore or go on your own. While there you are to review creative usage of type. You may either:

A. *VISIT a gallery/museum and DESCRIBE* (1 page) how type was utilized in the work viewed.

You must bring back with you proof of your bring there. ~or~

B. *Look for CREATIVE use of TYPE in the ENVIRONMENT* (billboards, signage, graffiti, etc.)

PHOTOGRAPH your examples and turn in with written comments.

Gateway Trips dates on separate sheet. Gateway cost \$5.00 for the round trip.

•• Paper and photos and/or collected information: DUE INSIDE YOUR MID-TERM NOTEBOOK.

Have them in a section in the back of the notebook, after the complete mid-term project.

2. Attend or enter a show that type is the main focus. If you enter a type solution you need to provide proof of entry. Entering the Student Show here is acceptable as well as showing work at any of the local merchants, i.e. Lost Dog, Tony's Pizza. If you attend a show - you must supply proof of visit. If the show you visited has more than type solutions for art, state specifically what works were type. This visit can be at a gallery/museum anywhere EXCEPT Washington or Baltimore. Or several of you can get together and propose a student type show - see gallery dates for student proposals.

•• Proof of entry due: Before class, outside my office door. Due Wednesday, October 16. (Day after gallery proposals are due.)

3. Students must attend a minimum of two (2) Art Department events and provide proof of their attendance. If a conflict with an other class or a job inhibits the student from attending the actual event - then the student will need to visit to show in the gallery and write a one (1) page critique of the show/work. Students that attend AIGA events will have that counted for this assignments, however they will need to turn in materials that show proof of attendance at an event. Have a faculty member in attendance sign your proof of attendance sheet.

4. Any Design Related function that may be offered during the semester here at Shepherd requires your attendance. Student AIGA meetings, when held should be attended. In addition, there are at least three possible field trips for this class. Dates & detailed information will be made available as soon as possible. At the time of writing this syllabi I am waiting for financial confirmation.

GRADING POLICY: ALL ASSIGNMENTS MUST BE COMPLETED TO PASS THE COURSE.

Unless otherwise stated, ALL projects are due at the beginning of class - not in the middle or at the end. Work turned in late will be lowered to a grade of D. All work is to be turned in a professional manner - matted, framed, whatever best befits the piece and/or given in the project guidelines.

Even if you do not do well on a particular assignment, you must still attempt it. *NOTE:* this is a basic requirement in order to pass this class. The last day of classes for Fall 2002 is Friday, December 6th. Final exams begin directly after this date. No semester work will be accepted after the last day of class.

Projects are graded on a 5 Point Scale. You will receive two grades for each project. One for craftsmanship & one for concept. **BE SURE TO SUBMIT YOUR WORK IN THE APPROPRIATE LABELED ENVELOPE** (details given in class). I will not grade work that does not include this form.

Grades are as follows:

A	B	C	D	F
4	3	2	1	0

The **C** category is for work that satisfies the project specifications. An understanding of the assignment is apparent. All necessary aspects of the project have been dealt with in a satisfactory fashion. The work was turned in on time and presented appropriately. This is the average grade.

The **B** category is for work that meets the level of the C but goes beyond. Both concept and craftsmanship are well done, showing time and effort in the project. Additional research into the problem, tools or presentation is evident.

The **A** category is for work that goes above and beyond the project specifications necessary for either a C or B. Concept and craftsmanship are superior. Excellent attention to detail has been made. Creative solutions to problems have been clearly and thoroughly investigated.

The **D** category is for work that indicates a below average understanding and/or execution of the project. Concept and/or craftsmanship are poorly done, showing little time and effort in the project. The work was turned in late.

The **F** category is for work that fails to satisfy the project specifications. Both concept and/or craftsmanship are poorly done, if attempted at all. Little time or effort is apparent in the work. No understanding of the assignment is apparent. This is not the same grade that is given for work not turned in at all. That grade is a Zero. An F does indicate that the project was attempted.

Critiques & Events are graded on a 3 Point Scale.

A	C	F
✓ +	✓	✓ -

✓ +: as exceeding expectations, on time, verbally discussing work without being called on, etc.

✓ -: as meeting expectations of crit/trip/event.

✓ -: failing to meet any of the criterion/expectations of the crit/trip/event.

ATTENDANCE, TARDINESS & LEAVING EARLY:

Students are expected to attend all classes, arriving on time in a prepared manner. This is an 10:10 morning class unless you are previously notified of a change that ends at noon. You are responsible for the material covered each day in class. When a textbook reading assignment is given it is to have been read by the date given. If you miss a class when new information is given out, a copy of the current pass-out (if any) will be available either outside my office door or on the web. As this is a discussion & studio course with a great deal of discussion, demonstration and critiquing during the class, it is impossible for a lecture, discussion, demo or critique, once missed, to be re-given. Therefore, excessive absence *more than three* may result in your being asked to drop the class. More than three late arrivals will result in a lower final semester grade. Leaving early, more than 10 minutes before class is over will follow the same guidelines as tardiness.

PREPARED MEANS that you arrive with your work finished to the point expected. Always come to class WITH YOUR MATERIALS. Because critiques are an important part of this class, not having work to present and critique on the days due, will limit yourself and your peers in their learning, it will also result in your receiving an F on the assignment for that day and in the critique. You will be asked to leave class during the critique time.

Should an unavoidable absence occur, the student is responsible for obtaining the information covered during the missed session. In order to be considered an excused absence I need to be notified - before class. Notify me by calling the Art Department office: 876-5224 and having a message placed in my mail box -

include your Name, the Date and Time of your call and situation. **Do Not** slip messages under my office door, taped to my office door, etc. All messages need to be placed in my mail box. Or send an e-mail to my school address with the same required information.

I do not believe in Extra Credit work. If you are doing badly, additional projects are not what you need. Concentrating and improving with each project is where you should be channeling your efforts. If the work load is too easy, then creatively strive to increase the expectations of the project. I also do not believe in Incompletes. If you are doing badly through out the semester, re-taking the course is the option you should choose.

INFO SPECIFIC TO TYPOGRAPHY:

1. **All projects done in this class are to use ONLY the fonts listed below**, until notified otherwise. These are fonts on the mac, if you are working on a pc you will need to find the equivalent typefaces.
2. **All work must be in the correct envelop with appropriate label: Your Name, Date Due, Project & Listing all TYPE FACES: fonts/families/styles used.** *Label information to be given out in class*
3. The standard measurement for type is Points & Picas. If you do not own a ruler that provides you with this measurement, you need to get one. Unless otherwise stated all projects in this class need to be done in Points & Picas for the type and inches for the page layout.

CAMPUS RESOURCES YOU WILL NEED FOR THIS CLASS:

1. INFORMATION TECHNOLOGY - Support Desk. Campus Extension: 5457.

You will need to have an on-campus e-mail address. This is the same as last year's. It is just your school account.. You will need to know both your USERNAME & Password. Call the above extension for answers to your questions about your account.

2. WRITING CENTER, Campus Extension: 5293

Your 4 Outside Reading Papers will need to show proof of usage of the Writing Center. It is located in Knutti Hall. Become familiar with its services and how to utilize them. I will not remind you of this, just not accept the paper. Proof=including the marked up original/s.

TYPE FACES LIST FOR BEGINNING OF SEMESTER:

AGaramond	AGaramond
Arial	Arial
Bookman	Bookman
Century Schoolbook	Century Schoolbook
Courier	Courier
Geneva	Geneva
Helvetica	Helvetica
New York	New York
Palatino	Palatino
Times	Times

For the beginning of this class, use the definitions below. As you learn more about letterform your understanding of these terms will grow and allow you to expand upon them.

A Font is: A complete set of characters in one design, size, and style. In traditional metal type, a particular size and style, such as: Helvetica Plain 10 points.

A Face is: The design of alphabetical, numerical & analphabet characters unified by consistent visual properties. In metal type, the part of the metal that is inked for printing, the actual letterform. In more current terminology another word for typeface. For this class, the general name for all the letterforms/characters in one design, such as: Helvetica or Garamond.

A Family is: The complete range of variations of a typeface design, including roman, italic, bold, expanded, condensed and other variations.

A Type Style is: The different weights and stylistic variations available for a particular typeface, such as: plain, bold, italic or oblique, light, condensed, extended, etc. A type face may be purchased by itself such as Garamond Plain, or in a family set such as Garamond: Plain, Bold, Italic, Semibold, Semibold Italic, etc. *Note: some layout programs such as Quark offer a software version of these options with such additions as underline & strike thru. Although these styles variations may look the same or similar on screen, they are not the same and will possibly cause printing problems if a document containing them is ripped for professional printing. If the final print of a document containing this version of styles is printed to an in-house laser printer there are no printing problems.*

SUPPLIES NEEDED SPECIFIC T TYPOGRAPHY:

Zip disks

Black 3-ring Notebook - 1" wide - for Mid-term Project (no substitutions)

3-Ring Binder Section Dividers - for mid-term project.

Haberule

Envelopes 10" x 15" or larger. Each of your homework assignments will be turned in in one of these envelopes.

Sketchbook

Presentation Materials, such as: Rubber cement/spray mount, Mat board - for mounting of finished pieces White, Black or Med Gray, 5-7H (hard) pencil & erasers, Tech Pen/Fine Tip Black Marker, & other materials as needed.

Ink/paper fee for computer lab: Fill out form and return to me by Monday, August 26th.

In Addition, I follow these policies:

1. No label on work, no grade.
2. Work turned in late (1 minute late is still late) will be an automatic D.
3. All written work to be turned in must be typed. Hand written papers will be returned not graded and the typed paper will then be considered late.
4. TP to cover projects, as needed.
5. Not following the directions-work will be returned not graded.
6. Poor craftsmanship=Poor grade.

CLASS ITINERARY/GRDS 374—FALL 2002

We will begin the semester working with type in a creative way to both solve a problem and create a fun visual piece. No computer is allowed for the first assignment - given the first day of class and due one week later. There is no class on Wednesday, August 21st. Instead I expect you to be researching and developing your first project idea. Presentations will be at the beginning of class on Monday, August 26.

Below is an overview of the semester, mostly showing dates of school specific and/or department related events. Some dates such the first assignment, when we begin Quark, overview of the mid-term, reading assignment due dates and when is the final are listed. Other class project & event dates will be given when needed. Often time the dynamics of the actual class determine the pace of projects. In addition to readings, mid-term book and homework assignments, you should expect between 4-6 design projects for this class. Meeting the deadlines is a crucial part of this class just as in the everyday life of a designer. Late work will start at the grade of D, it can go lower. If you are planning on turning in your work late, it should be the BEST Piece you have ever done. *The dates for Reading Assignments are the last date to turn them in each case. You may turn them in sooner, as long as you place them in the appropriate folder.*

SEMESTER OVERVIEW & IMPORTANT DATES: Week of (or specific dates):

- July - September 6: Art from Spain trip 2002, students and faculty
- 08/19-20 1st Class/Overview of expectations/Syllabus/Attendance
Assignment 1: Found Type Collage, Due at 10:10 Monday August 26. Do not be late!!!
See attached sheet for details
- 08/26 Found Type Assignment Due at 10:10. Crit. Overview of Mid-Term Assignment.
Begin looking at QuarkXPress.
- 09/02 Labor Day: No School
- 09/03 & 04 Quark homework assignments due at the beginning of class.
- September 9 - October 4: Art Faculty Exhibit, Reception Monday, September 9, 6-8 pm
- 09/09 Reading Assignment #1 Due: before class, outside my office door.
- September 26: Matthew Carter, Johanna Drucker & Steve Heller at UMBC/AIGA**
- October 3: Wolfgang Weingart at UMBC/AIGA**
- 10/07-10 Mid-Term Week: Project due: Tuesday, October 8 no later than 4:00 pm
- October 8 - 18: Panoramic Landscape Photography, reception Tuesday, October 8, 6-9 pm
- October 9: Robbie Conal at York College in York Pennsylvania/AIGA**
- Tuesday, October 15 - Student Proposals Due see info posted in department
- 10/14 Reading Assignment #2 Due: before class, outside my office door.
- 10/16 Proof of entry into Type Show, due in box outside my office.
- October 16: Baltimore AIGA's Pulp, Ink & Hops 2002/AIGA**
- October 21 - November 21: Student Competitive Exhibitions reception dates & times TBA
- October 24 and/or 25 - Department trip to New York City see info posted in department
- 10/30 — 11/06 Academic Advisement: Sign up sheet outside my office door. Be sure to read over all the instructions and come prepared as instructed.
- 11/04 Reading Assignment #3 Due: before class, outside my office door.
- Week of 11-24 Thanksgiving Recess: No School
- 12/02 Reading Assignment #4 Due: before class, outside my office door.
- December 2 - 14: Advance Studio Exhibition, reception Monday, December 3, 6-?? pm
- 12/06 Last Class, Proof of Attendance to 2 Art Department Events turned in, before class - outside my office.
- 12/09-13 Finals Week: **Wednesday, December 11 from 12:00 noon - 2:00 pm**