

DE261-01.ST./Typography.I.....
Cornish.College.of.the.Arts./Fall.2006./T.&.Th.08:30-10:50./Room.MCC.505.....
Instructor./Ricky.Castro./[206]910-6757.Cell./ricky@visible.org.....

Typography I

DE261-01 ST

Course

Cornish College of the Arts
Design Department
DE261-01 ST
Typography I

Instructor

Ricky Castro
Email: ricky@visible.org
Cell: [206]910-6757
AIM: castroricky
Office: Room 503

I don't have official office hours, but I will be available after every class. Appointments can be made for other times.

Website

Handouts, notes, and resources may be posted online.
<http://www.visible.org/>

Course Outline

Course Description

Typography is the examination and exploration of text as form. In designing with letterforms we will exercise how to select appropriate fonts, combine fonts successfully, and use type to express abstract concepts. This course provides an overview of the history of the Latin alphabet from its ancient origins to the age of printing, and introduces students to the basic principles of designing with letterforms. Topics include: the history of letters, the classification of fonts, the aesthetics of letterforms, the space within and without, and the physiognomy of letterforms. These topics will also cover type anatomy, measurements, optical adjustments, and type families.

Course Objectives

- + Increase recognition of typeface anatomy, which will in turn enable identification of fonts both structurally and by name.
- + Identify the classifications of typefaces through the analysis of a font's structure.
- + Explore everyday type and how it is used in the world around you.
- + Understand the use of type as a means of communicating conceptual content in addition to expressing abstract ideas.
- + Examine and explore type as form, not just a means of conveying data.
- + Learn how to critique design objectively and how to finesse a design based on critical feedback.
- + Understand type terminology and be able to use it during critiques.
- + Develop/improve hand skills and overall craft.
- + Create a typeface.

Course Format

This course will be made up of a combination of the following (BUT SUBJECT TO CHANGE): Design exercises both as in-class projects and as homework assignments, reading assignments, class critiques, group discussions, lectures, guest artist(s), field trip, tests/quizzes, sketch books, one-on-one student/teacher meetings.

Department Policies

Professional Courtesy

Arrive to class on time.
No cell phones are used during class time.
No headphones during class time.
No checking personal email or surfing the web during class.
Respectful participation in class discussions and critiques is expected.

Attendance

Attendance in class is paramount, as lectures, in-class exercises and class critiques cannot be replicated for absentees.

Absences

Only illness (you must supply a doctor's note) and family emergencies will be excused as absences. All other absences are considered unexcused. The following guidelines for penalizing grades due to absences will be applied.

Courses that meet ONCE per week:

- 2 absences = drop one grade (i.e. B+ to B)
- 3 absences = drop two grades (i.e. B+ to B-)
- 4 absences = failure or recommended withdrawal, meeting with the department Chair.

Courses that meet TWICE per week:

- 3 absences = drop one grade (i.e. B+ to B)
- 5 absences = drop two grades (i.e. B+ to B-)
- 6 absences = failure or recommended withdrawal, meeting with the department Chair.

Note: Even in a case where absences are excused, if the maximum number of classes are missed (see above), withdrawal will still be recommended due to the amount of in-class content missed.

Lateness

All classes begin when scheduled. Two late arrivals = one absence.
30 minutes late or 30 minutes leaving early = one absence.

Late Projects

Late projects will result in the following:
One day late = drop one grade (i.e. B+ to B)
Two days late = drop two grades (i.e. B+ to B-)
Three days late = zero.
Days are calendar days, not scheduled classes.

Projects are due at the beginning of class. Project not turned in at the beginning of class will be marked as one day late and will be dropped one grade. Incomplete projects, or projects not following the assignment directions will not be accepted. All late projects should be handed to the instructor or turned into the design department office. Late projects will not be accepted for the last projects of the semester.

Grading

Course Evaluation

This course is evaluated via the following percentages for a total of 100%.

Semester projects

- 10% Type Everywhere
- 10% Letter Combos
- 35% Classy Type
- 20% Expressive Word
- 25% Design Potluck

Individual projects are graded using criteria explained in each project sheet. Each project will be self-graded at the end of each project with the instructor deciding on each final project grade.

Grading

A	95-100%	A, Brilliant, excellent, bravo
A-	90-94	All assignments complete and on time. Overflows with ideas, investigation, work, and sketches. Multiple solutions for every project with the highest degree of refinement. Helps others through effective criticism and class participation. Pushes boundaries and thinks beyond every project. Best in the class.
B+	85-89	
B	80-84	
B-	75-79	
C+	70-74	B, Moments of brilliance, great effort
C	65-69	
C-	60-64	
D+	55-59	
D	51-54	All assignments complete and on time. Substantial effort to keep improving their work through multiple sketches and extra rounds of refinement. Able to receive and give constructive criticism to classmates. Work is consistently solid but just shy of brilliant.
D-	50	
F	0-49	C, Good solid work
		All assignments complete and on time. Brings adequate amount of sketches to class for review and participates in critiques. Does what is required for the assignment and no more, is not inspired.
		D, Engaged but not pushing your ideas
		All assignments completed, but not on time. Few thumbnails or sketches. Little or no participation in class. Does not follow directions, is constantly behind.
		F, Needs work to be effective
		Missing assignments, little or no effort to improve final designs. Little or no effort to take risks and challenges. Poor class participation if any. Unacceptable attitude, has a ridiculous amount of excuses.

Cornish Resources

Student Affairs

Student Affairs is dedicated to enhancing and complementing Cornish College of the Arts students' educational experience through programs, services and opportunities that aid in their personal development. Student Affairs is committed to community building, co-curricular learning, student support, and student involvement. If you are a student with a documented disability and you need accommodations, please make an appointment with the Director of Student Affairs to discuss these accommodations. The Director of Student Affairs is located in room 301. All discussions will remain confidential.

Counseling

The Counseling office is located in room 308 and can be reached at 206/726-5027.

Writing Center

The Writing Center is a free resource for all Cornish students, faculty, and staff who are interested in developing their writing and reading. Located in room 311, the center is a place where students come to work on their writing and receive individual guidance at any phase of the writing process, regardless of their level of development. Students can work in one-on-one or small group conferences, pick up grammar and editing handouts, check out books about different kinds of writing, and access personal computers and a laser printer. Drop-ins are welcome during posted hours. Contact Star Rush at srush@cornish.edu for appointments and information.

General Safety

Please inform yourself of safety procedures for this room, including emergency evacuation routes and the location of the closest first aid kits and fire extinguishers. Consult the Health & Safety Procedures booklet posted near doors and eyewash stations. Detailed information is also provided in the College student handbook.

DE261-01.ST./Typography.I.....
Cornish.College.of.the.Arts./Fall.2006./T.&Th.08:30-10:50./Room.MCC.505.....
Instructor./Ricky.Castro./(206)910-6757.Cell./ricky@visible.org.....

Books & Supplies

Required Books

Thinking With Type, by Ellen Lupton
The Elements of Typographic Style, by Robert Bringhurst

Recommended Books

Typographic Design: Form and Communication, by Rob Carter, Ben Day, Philip B. Meggs
Design with Type, by Carl Dair
Typographie, by Emil Ruder
About Face, by David Jury
Macro and Micro Aesthetic, by Willi Kunz
Stop Stealing Sheep, by Erik Spiekermann, E.M Ginger
Counterpunch, by Fred Smeijers
Design, Writing, Research, by Ellen Lupton, J. Abbot Miller

Websites

Please see website for links:
<http://www.visible.org/>

Recommended Periodicals

Eye
I.D.
Communication Arts
Print

Supplies

18 inch Steel Ruler with Picas, Points, and Inches
Cutting Mat, self-healing, 11 x 17 inch minimum size
X-Acto Knife with #11 blades
Utility Knife, snap-off blades recommended
Mounting board, Letramax 100 SuperBlack Single Thick, various sizes
White Bond Paper, various sizes, roll or pad.
1 inch black photo tape, or 1 inch white art tape.
StudioTac, high-tac for mounting, low-tac for paste-up, or Spray Mount
Fine-line pens, pencils, plastic erasers

* More supplies may be listed with each project handout

DE261-01.ST./Typography.I.....
Cornish.College.of.the.Arts./Fall.2006./T.&.Th.08:30-10:50./Room.MCC.505.....
Instructor./Ricky.Castro./[206]910-6757.Cell./ricky@visible.org.....

Schedule

Week 1	05 Sep Class intro Questionnaire/photos Mounting demo Assign Type Everywhere Assign Letter Combos	07 Sep [Student examples] Double sans (6 versions) Double serif (6 versions) Double both (6 versions)
Week 2	12 Sep [Student presentations] Triple both (6 versions)	14 Sep [Student examples] Refine
Week 3	19 Sep [Student presentations] <u>Due Letter Combos</u> Assign Classy Letters (assign groups and classification) Lecture on type history	21 Sep [Student examples] Capital letter sketches (R O)
Week 4	26 Sep Charrette	28 Sep [Student examples] Present group direction with historical context Present work plan
Week 5	03 Oct [Student presentations] Uppercase review and comparisons	05 Oct [Student examples] Uppercase letterspaced
Week 6	10 Oct [Student presentations] Lowercase review and comparisons	12 Oct [Student examples] Lowercase refined
Week 7	17 Oct [Student presentations] Corrections	19 Oct [Student examples] Vectorize
Week 8	24 Oct [Student presentations] Refine	28 Oct [Student examples] <u>Due Classy Letters</u> Assign Expressive Word

DE261-01.ST./Typography.I.....
Cornish.College.of.the.Arts./Fall.2006./T.&.Th.08:30-10:50./Room.MCC.505.....
Instructor./Ricky.Castro./(206)910-6757.Cell./ricky@visible.org.....

Schedule.....

Week 9	31 Oct [Student presentations] Match typeface (10 versions) Opposite typeface (10 versions)	02 Nov [Student examples] Compositions with Futura Medium (10 versions)
Week 10	07 Nov [Student presentations] Photograph sketches/mockups (10 sketches, 1 mockup)	09 Nov [Student examples] Refine
Week 11	14 Nov [Student presentations] <u>Due Expressive Word</u> Assign Recipe	16 Nov [Student examples] Potluck with food and diagrams Bring examples of information design
Week 12	21 Nov [Student presentations] Recipe with single font (8 versions)	23 Nov Eat turkey
Week 13	28 Nov [Student presentations] Recipe with additional weight (8 versions)	30 Nov [Student examples] Recipe with additional size & rules (8 versions, 4 with rules)
Week 14	05 Dec [Student presentations] Recipe with photo (8 versions)	07 Dec [Student examples] Refine
Week 15	12 Dec <u>Due Recipes</u>	14 Dec <u>Due Type Everywhere</u>
