Course Description

"Type is one of the most eloquent means of expression in every epoch of style. Next to architecture, it gives the most characteristic portrait of a period and most severe testimony of a nation’s intellectual status.”

Behrens, 1902

"Good typography is a fusion of information and inspiration, of the conscious and unconscious, of yesterday and today, of fact and fantasy, work and play, craft and art.”

Paul Rand

"Like oratory, music, dance, calligraphy—like anything that lends its grace to language—typography is an art that can be deliberately misused. It is a craft by which the meanings of a text (or its absence of meaning) can be clarified, honored and shared, or knowingly disguised.”

Robert Bringhurst

This course will continue to evaluate typography and typographic classifications, the study of form, composition, grid systems and meaning as it applies to type, language and communication. We will begin the semester studying basic typography, form and methods of type and text production using both the letterpress and the computer. The letterpress workshop, guided by John Earles will run parallel with other projects in studio. Projects will examine letterpress use, type classification, anatomy and structure, 2-D typographic form and space, grids and information hierarchy, typographic expression and aesthetics, and typographic theory aligned with linguistics and reading. Projects include: typographic alignment, expression, hierarchy, and grid organizational systems.

Course Objectives/Learning Outcomes

- To become familiar with the letterpress and manual typesetting
- To expand awareness of history and classification of typefaces
- To expand awareness of graphs awareness of the details and subtleties in letterforms from various families.
- Develop an appreciation for the abstract formal relationships that make up a letterform within a given family and note the nuances of the point, line, plane, surface, edge, stroke and curve.
- Explore continuous text alignment, hierarchy, syntax, spatial issues, and grid systems.
- Study how meaning can be closely associated to typographic form and emphasis.
- Explore text and image relationships formally and conceptually.
- Explore diagrammatic methods for communication

General Policies

Students are expected to attend class, show process through sketches, participate in critiques and meet deadlines for assignments. The use of cell phones, text messaging or other social messaging (facebook etc.) is prohibited during class and critique time unless it is research related. Please use this time to work on studio projects or work with/discuss course related content with those in the studio.

Attendance/Grading Policies

Attendance policies for classes in the University of Houston Graphic Communications Program apply to this class. Specifically, more than 3 absences, unless excused*, by a student during the semester will result in a reduction of their final course grade by one letter. More than 6 absences, will result in course failure. Each late arrival to class after 3 lates will be marked as an absence. If a student arrives late, they are responsible for notifying me of this at the end of class, otherwise they will be marked absent.

Students are responsible for finding out about, and making up any assignments missed due to absence or tardiness. All assignments should be completed for the date due. Late assignments will automatically be dropped one full letter grade. Failure to turn in even one assignment can be destructive when that zero is averaged in with your other grades. Failure to submit a portfolio at the end of the semester will result in a grade of F.

If, during the semester, a student misses class time due to a family emergency or severe illness (death, unforeseen hospitalizations or other traumatic life events), he or she must contact me as soon as possible to receive an *excused absence and to make arrangements for missed deadlines or late work. Please note, common illnesses such as the flu, colds, and stomach viruses do not warrant an excused absence.

Students who know they will miss class time due to religious holidays not recognized by the University should inform me one week in advance of the holiday to receive an *excused absence and to make arrangements for missed or late work.

In accordance with the guidelines of the American with Disabilities Act, I will make every effort to reasonably accommodate students who request and require assistance.

Grading

Grades for this course will be an average of all project grades which will be graded based on:

- Concept/Creativity of Idea
- Form and Composition as it relates to the idea
- Sketches/Process
- In addition, the final grade will include:
  - Critique Participation/General Attitude
  - Meeting Deadlines
  - Mandatory Attendance

Required Books

The Fundamentals of Typography, by Gavin Ambrose and Paul Harris
A Type Primer, John Kane
Basics Design 07: Grids, 2nd Ed by Gavin Ambrose
History of Graphic Design 3rd Ed, Meggs

Required Web

Lynda.com

Recommended Books

Thinking with Type, A Critical Guide for Designer, Writers, Editors, and Students, Ellen Lupton
Letterpress Printing, by Paul Maravelas
Typographic Design: Form + Communication 3rd Ed. Carter, Day and Meggs
Experimental Typography, Rob Carter
Design Writing Research, Lupton and Miller
The Elements of Typographic Style, Robert Bringhurst
Making and Breaking the Grid, Timothy Samara

Additional readings as supplied. Each project/topic will be supplemented by articles, handouts, and a reference list. Continue to read and become aware of professional and business related issues as they apply to our profession. Review the AIGA web site for professional discussion boards and papers on business and creativity.

Journals/Magazines

ID, Eye, Print, Graphis, How, Communication Arts, Emigre, Dot DotDot, Design Issues, Cite, Metropolis, any Art and Architecture, and cultural magazines.

Design Organizations

AIGA, American Institute of Graphic Arts, Houston Chapter : www.aigaohouston.org
National : 212.807.1990 : www.aiga.org
ADCH, Art Directors Club of Houston, 713.993.9760 : www.adch.org
Schedule

Day 1 / T 23 August
++ Syllabus Introduction
++ Assign: Type Project 1 + Type Foundry Research
++ Assign Lynda.com
++ Collaborative Project with Seniors

Day 2 / TH 25 August
TypeClass
++ Collaborative Project with Seniors
Present Field Guide Theme/Topic and Title
Typeface research/organize in journal.
-- Assign: 10 Field Guide Title Sketches

Day 3 / T 30 August
TypeClass
++ Introduction to Typography Presentation
++ Review: Typography Research and Journal
++ Due Project 1: Content Presentation
++ Due Project 1: “Field Guide” Typographic Studies
++ Assign: Part 2
  Letterpress Workshop
  ++ Introduction to letterpress (John Earles)
  ++ Letterpress Exercise: ABCedarium [L1]

Day 4 / TH 1 September
TypeClass
++ Due Project 1: All Content Due
++ Due: Min. 5 refined field guide title sketches
++ Present 2.1 (5 each)
  Letterpress Workshop:
  ++ Letterpress Exercise: ABCedarium [L1]
  ++ Print inksless proof

Day 5 / T 6 September
TypeClass
++ Due: 1 Refined Field Guide title sketch
++ Present 2.1 revised (2 each)
  Letterpress Workshop:
  ++ Due inksless proof (ABCedarium)
  ++ Intro Letterpress Exercise: Type Alignment
++ Work in class, set most of the quote

Day 6 / TH 8 September
TypeClass
++ Present: Part 2.2 expressive variables
  Letterpress Workshop
++ Work in class. Finish text setting
++ Intro to the press, print, crit setting, rework

Day 7 / T 13 September
TypeClass
Present: Part 2.3 all layouts + drawings.  
  Letterpress Workshop
  ++ Intro to photopolymer process
  ++ Final crit text setting

Day 8 / TH 15 September
Present: Part 2.3 all layouts + drawings.
  Letterpress Workshop
  ++ Due Letterpress Text Setting

Day 9 / T 20 September
Assign Final Booklet

Day 10 / TH 22 September
Refine Final Booklet
++ Assign Project 2: Hierarchy/Expression

Day 11 / T 27 September
Due Final Booklet 24 pages (Including Cover)
Due Sketches (Journal)
++ Review Project 2: Hierarchy/Expression

Day 12 [TH 9/29]
++ Project 2: Hierarchy/Expression

++ Crit: Project 2: Hierarchy/Expression

Day 15 [T 10/11]
++ Order Polymer Plates

Day 19 [T 10/25]
Due Project 2
++ Assign: Project 3: Grid Systems
Read: pp. 66-80, Fundamentals of Typography
Read: pp. 138-145, A Type Primer
Read: pp. 158-166, Fundamentals of Typography

++ Crit: Project 3: Grid Systems

Day 28 [TH 11/24]
No Class
Thanksgiving

Day 30 [TH 12/1]
++ Due: Project 3: Grid Systems
++ Due: Portfolio