

t typography

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take notes
ask questions

going too fast?

unhappy with life?
keep it to yourself.
leave emotional
baggage outside.
come to class ready
and prepared to work.

Course Objectives

- expand your scope of problem solving methods and embrace challenges.
- develop the ability to apply creative ideas to design solutions.
- gain an understanding of typography, the relevance of type and image, composition and basic color theory, basic psychology of color and spot color used with standardized ink systems (Pantone and Toyo).
- learn the language of design relative to typography.
- develop professional skills.
- gain a pragmatic understanding of the designer's role as a creative resource and typographer.

Methods of Achieving Objectives

lectures, discussions, assignments, exercises, "roughs" and "comprehensives," and critiques.

Requirements

Completion of all exercises and assignments at the time and date designated and presented during scheduled class meeting or critique.

Be prepared, always bring the right materials to class. Always be prepared to work. You need not wait for the instructor to arrive.

Work **must** be presented as assigned. Example: When the assignment requires markers, ball point pen is not acceptable.

Evaluation

Work will be evaluated on:

Concept: the ability to define the problem, explore various possibilities and develop a unique solution.

Design Quality: a sensitivity to the principles of typography and design.

Presentation: technical skill, following directions and quality of presentation.

Professionalism: presenting work on time, during class critique, in a clean professional manner. Quality of presentation, including craft as an essential element. Understanding the "what, how and why" of a project are grading criteria.

Papers: Some projects may include a written paper about the development of the concept and the rationale of projects to be presented at the critique.

Assignments will be graded A to D and F for Failure. Coker does not, but I use plus and minus with grades to help delineate proficiency. There are no excuses for unfinished work and projects turned in late. Students who do not present "roughs" when required will be marked down one half grade on the completed project. Students that do not present work at specified critiques will acquire an F for that project. To arrive at a professional level, developing good working habits should start now.

Sometimes, due to low quality, I will give you extra time to redo work submitted for a critique. The final project cannot be reworked. Hand it in, move on. However, you will receive an F for not turning anything in.

Student's class participation, attitude, design/personal growth, interaction, curiosity and enthusiasm will affect the final grade. Very hard work (The amount time you put into the work usually shows), only the best quality; work pushed far beyond expectations, experimentation and developing excellent concepts will get an "A."

A grade of "C" is passing for Art majors and is required to continue in sequence. However, those earning a C, may want to think about another choice of major.

Required Text

- Typographic Design: Form and Function
- Design Literacy: Steven Heller
- Stop stealing sheep: Erik Spiekermann
- Elements of Graphic Design: Alex White
- optional, but encouraged: Experimental Typography: Rob Carter (out of print, but easily accessible)
- Your **sketchbook**: keep it handy, use it all the time, for everything. Got an idea or find a visual? Put it in there. Write or find a poem, yes put it in there, too. Jam it with information you can use to create artwork. Outside interests: subscriptions to Print, CA, HOW, Graphis, or Wired Magazines are encouraged, as well as membership in the local design clubs like AIGA and any local or national Advertising club.
- get removeable storage: bigger the better; flash/jump drive: 2 or 4gb min., It is essential. Backup for work.

Safety

It is suggested that students read directions carefully on any substances producing fumes and work in well ventilated areas. If using a computer terminal it is suggested that students sit at least 17" from the monitor and take a 15 min. break every two hours.

COKER COLLEGE CORE SKILLS

❶ Excessive absences

The absence policy is: there are no excused absences.

Use the absences as you see fit, but scheduling medical appointments during class time isn't a good idea.

1 - 4 absences, no penalty

5 absences: final grade is lowered one whole letter grade.

7 absences is an automatic failure.

- Excessive lateness (recurring tardiness): Recurring early class departures or late attendance will be recorded and influence grades. More than 3 late arrivals past 20 minutes equates to 1 (one) absence.
- If, after failing the class from absences, you would like to continue coming to the class and see what new things you might learn, you are welcome. It is your choice.

Creative Thinking

Remedial

Work is trite, trivial and obvious. Students are unable to develop numerous solutions to artistic problems. Students imitate rather than create.

Freshman/Sophomore

Students produce original imaginative or unique solutions to artistic problems. Students move beyond imitation but may not be able to explain why.

Junior/Senior

Students produce original, imaginative or unique solutions to artistic problems. They are able to express why their work is distinct or innovative.

Graduate

Students are able to produce original, imaginative or unique solutions to artistic problems. Students produce a body of work that synthesizes complex or open-ended ideas, independent of instruction.

Analytical Thinking

Remedial

Students are unable to analyze, synthesize or interpret concepts beyond an elementary level.

Freshman/Sophomore

Students are able to analyze, synthesize and interpret concepts. They are able to critique artworks using the language of art theory. They are less capable of critiquing their own work.

Junior/Senior

Students are able to analyze, synthesize and interpret concepts. They are able to critique artworks using the language of art theory. Students are capable of critiquing their own work.

Graduate

Students are able to analyze, synthesize and interpret concepts. They are able to critique artworks using the language of art theory. Students are capable of critiquing their own work independent of instruction.