

Typography

GCA121-5A

COURSE DESCRIPTION

This course introduces students to type development, terminology, type specifications, copyfitting, and design and construction skills. Special emphasis is also placed on presentation formats.

COURSE OBJECTIVES

Upon completion of this course, the student will be able to:

- 1 Outline origins and development of type
- 2 Identify 5 basic families of type
- 3 List 5 basic design applications of type in mass media
- 4 Appraise design criteria used in 5 mass media designs
- 5 Collect and organize data for type design
- 6 Propose design solutions
- 7 Revise Designs
- 8 Make final evaluations and critique for designs

COURSE WEBSITE

A website has been set up for this course at <http://gca121.blogspot.com>. You will be able to download course handouts from this site, and find summaries of what is expected for the next class period. This will be updated by the end of the day each Monday.

METHODS OF LEARNING

- 1 Students will be expected to participate in all lectures, demonstrations, projects, and critiques.
- 2 Outside assignments will include: field research, films, slides. This will include reports.
- 3 Student is totally and completely responsible for all assignments and materials covered in class.
- 4 Instructor reserves the right to change methods depending on class level and abilities.

ATTENDANCE STATEMENT

This class will meet once per week, Thursday nights at 5:30. 30 points will be given to each student for each class attended (total of 330). Points will be averaged into your final grade as an assignment and cannot be made-up if a class is missed. If a student is late to class (arrives after attendance is taken), only 15 points will be given. Please note that in addition to there being 330 of the possible 1000 points awarded for attendance, there are also in-class (pop) quizzes and projects that amount to another 200 points. These cannot be made up. Therefore, **showing up to class amounts to more than 50% of your grade.**

Excused absences are only given with good reason, at the professor's discretion, with no less than 24 hours notice from the beginning of class.

Each student is expected to recognize the importance of class attendance and of promptness. If a student should miss a class for any reason he/she is expected to cover on his/her own the material missed. All class assignments must be made up to the instructor's approval and is due on the date listed assignment sheet. It is the student's responsibility to notify the college if he/she is unable to attend class. Unexcused absences may result in reduction of grades or administrative withdrawal from a class from flagrant nonattendance.

Graphic Communication Arts
Typography, Syllabus
David Kadavy, Instructor
e-mail dkadavy@rdgusa.com
Home Phone (402) 201-9059
Office Hours By appointment only

COURSE WEBSITE

<http://gca121.blogspot.com>

Spring 2005
March 10 – May 19
Thursdays, 5:30 – 10:55PM
No Class Dates none
Fort Omaha, Building 6, Room 100
Last Date to Drop Class May 4

DEAN OF COMPUTER TECHNOLOGY AND VISUAL ARTS

Tom Pensabene

DEAN'S OFFICE PHONE

(402) 457-2660

COURSE PREREQUISITES

GCA 100 and GCA 107 or EIG 201
and EIG 203

REQUIRED/SUPPLEMENTAL MATERIALS

Text: A Typographic Workbook: A
Primer to History Techniques and
Artistry by Kate Clair

USB Keychain Storage Device or
some other high capacity, portable,
rewritable, storage media

Computer paper (Epson Inkjet, high
quality)

Mounting boards, sketch book, trac-
ing paper, spray mount, black tech
pen, X-acto knife for cutting, cork-
backed ruler, Artist's Tape

A simple calculator (calculator pro-
gram on computer okay, too)

Additional materials as stated on
individual project sheets

FINAL GRADE BREAKDOWN (1000 TOTAL POINTS)

Projects 40% (500 Points)

1 project@200 points

2 projects@75 points

1 project@50 points

4 in-class projects@25 points

Pop Quizzes 10% (4@25 points)

Final Exam 7.5% (1@75 points)

Attendance 33% (330 points)

GRADING SCALE

A 1000–921 points

B 920–841 points

C 840–761 points

D 760–701 points

F 700–0 points

It is absolutely necessary to meet deadlines in this class and in the industry. All late work will be deducted 20% for each class period it is late. For example, if your project is not ready for the scheduled final critique, your grade will be deducted 20%. If your project is not turned in prior to the beginning of the next class period, your grade will be deducted an additional 20%...

MAKE-UP PROCEDURES

You are allowed to redo any project to raise your grade. Late deductions cannot be made up. You must turn in your first grade sheet for any grade change. All re-do's must be submitted for grading prior to the final week of the quarter. Work submitted after this time will not be re-graded.

STUDENT WITHDRAWAL

If you cannot attend and complete this course, you should officially withdraw by calling Central Registration, 457-5231. Failure to officially withdraw will result in either an instructor withdraw (IW) or failing (F) grade. The last date to withdraw is identified on the second page of this syllabus handout.

ACADEMIC HONESTY STATEMENT

Students are reminded that materials they may use as sources for this course may be subject to copyright protection. Additional information about copyright is provided on the library webpage at <http://www.mccneb.edu/library>, by your instructor, or by the College's Copyright Officer. In response to incidents of student dishonesty (cheating, plagiarism, etc.), the College imposes specific actions that may include receiving a failing grade on a test, failure in the course, suspension from the College, or dismissal from the College. The disciplinary procedures are available in the Counseling/Advising Centers.

USE OF STUDENT WORK

The ownership of student works submitted in fulfillment of classroom requirements shall remain with the student(s): By enrolling in classes offered by Metropolitan Community College, the student gives the College license to mark on, modify, and retain the work as may be required by the process of instruction, as described in the course syllabus. The institution shall not have the right to use the work in any other manner without the written consent of the student(s).

ASSESSMENT OF STUDENT LEARNING PROGRAM

Metropolitan Community College is committed to continuous improvement of teaching and learning. You may be asked to help us to accomplish this objective. For example, you may be asked to respond to surveys or questionnaires. In other cases, tests or assignments you are required to do for this course may be shared with faculty and used for assessment purposes. This will be done in accordance with FERPA guidelines.

TECHNOLOGY RESOURCES:

By using the information technology systems at MCC(including the computer systems and phones) you acknowledge and consent to the conditions of use as set forth in the Metropolitan Community College Procedures Memorandum on Acceptable Use of Information Technology and Resources. It is your responsibility as a student to be familiar with these procedures. The full text of the Procedures Memorandum may be found at the following website: <http://www.mccneb.edu/itprocedures.htm>

USE OF COLLEGE COMPUTERS

When you use computers in College computer labs, learning centers, libraries and many classrooms, you will need to login using your student username and password. Your username is the same as your WebAdvisor username and your initial password is your student ID with leading zeros to make it seven digits. If you need assistance, please contact staff at any of the computer labs, learning centers and libraries; your instructor may also be able to help.

READING SCHEDULE. READ MATERIAL INDICATED AFTER CLASS MEETS ON THESE DATES. SUBJECT TO CHANGE (CHECK CLASS WEBSITE)

MARCH 10

Clair Chapters 1-2

17

Clair Chapters 3-4

24

Clair Chapter 5

31

Class Handouts

APRIL 7

Clair Chapter 6

14

Clair Chapter 7

21

Clair Chapter 9

28

Class Handouts

MAY 5

Class Handouts

12

Class Handouts

It is recommended that students save their files to removable media often as they work. The College reserves the right to take steps necessary to maintain the confidentiality of student identity information through the use of automatic logouts and screensavers.

METHODS OF INSTRUCTION

- Class lectures and demonstrations will be used to explain technical information
- Audio/Visual material will supplement reading assignments and projects
- Class critiques

METHODS OF ASSESSING STUDENT PROGRESS

- Group interaction and participation, especially in critiques
- Project grades/presentation, and deadlines
- Research and oral/written reports
- Attendance in class

INFORMATION SOURCES

Please refer to both the college catalog and student handbook as sources of general college information such as parking, children on campus, identification cards, etc.

ASSOCIATE DEAN IDENTIFICATION

The Associate Dean is the person to contact with any questions or problems which the instructor is not able to resolve to the student's satisfaction. This information is listed on the front of this syllabus.

PROJECTS

Project 1 – Hierarchy Book

This project is the main focus of this course. Using restricted methods of differentiating information (proximity, size, weight, ornament, color) develop a layout for each of the 12 combinations of methods (as indicated on project sheet) using the instructor supplied text. Combinations will be assigned in groups (i.e. 1 layout proximity only and 1 layout proximity and size only) and be due three class periods after they are assigned. A final book of all of these combinations (you will get an opportunity to refine them) will be due at the end of the semester.

Project 2 – Four Letter Word

Using the computer, typeset in both all caps and lowercase one word of at least four letters. Print out your compositions large, and transfer the designs to bristol board by tracing the letters and filling them in with a tech pen. This project will last two class periods.

Project 3 – Book Layout

Design the parameters for the type specifications of the interior of a book. Consider margins, and proportions by applying knowledge learned in class. Design a title page, table of contents, and one interior spread, using instructor supplied text. This project will last two class periods.

Project 4 – Type Poster

From a list of instructor supplied historic typographers, select one and write a 100-word summary of their work. Including this report as body text, design a poster using that typographer's fonts that expresses that typographer's design philosophy. This project will last two class periods.

In-Class Projects

There will be four graded in-class projects. These will mostly cover technical layout issues that can only ideally be covered by following instructor demonstration in class.