



ART 308 Typography II

Section 1, M/W 2pm–4:15pm NFAC 182/172 Department of Art & Design UW-Stevens Point
Instructor: DKB Hoover | NFAC 181 | Office Hrs: M/W 10:30–11:30am | 715-308-8857 (mobile) | dhoover@uwsp.edu

Type is language made visible

Course Overview

This class focuses on communication with type—visually, expressively and functionally. There will be the usual classroom activities—lectures, discussions, research, writing, demos, critiques, etc., and there will also be time for playing, laughing, dancing, singing, meditation and competition! You will receive feedback on your work via one-on-one (instructor/student) sessions, via casual in-progress pin-ups, and through group critiques.

There will also be opportunities for you to reflect on, write about and present your work, debate typeface designs, and ponder the answer to everything in the universe. Your contributions to the course in many different forms are highly valued.

Course Objectives

This course will develop your abilities to:

- Use type as an experimental medium
- Convey meaning and nuances of voice with type
- Build systems of rich and deep typographic hierarchies
- Combine typefaces and type styles for specific uses and audiences
- Describe and discuss type within the context of design history
- Gain proficiency in the professional conventions of typesetting

Coursework

Type Experiments

During the semester you will get several prompts to explore, create and document letterforms and type. The goals of these experiments are to expand your thinking and build your knowledge of typography. The experiments are short in duration, however, your work on them will also be documented for your PDF portfolio.

Design Problems

You will address four major design problems in this class. They are:

1. Essay + Meaning / Experimental use of type to interpret/communicate concepts in a provided essay. Installation of result along with observation of audience interactions.
2. Information Hierarchy / Codification of text presented for public use. Selection of typefaces, format, layout and type styles to make information clear and accessible.
3. Poetry Series / Analysis of voice of a poem, interpreting the words with type, three different ways: 2 on the printed page, and 1 in motion for screen.
4. Magazine Prototype / Research and creation of concept, content for a magazine as well as specifying required typographic styles for print and screen.

PDF Portfolio

You will document your work in this class with photographs along with writing. This documentation will be assembled into a PDF portfolio.

Turning in Work

The work you do in this class will be in the form of physical work (notes, sketches, comps, and final solutions) as well as digital files. You will turn in your physical work at a selected location in the classroom or by my office door. You will turn in your digital files including native files and PDFs to your own folder in our class Basecamp site.

Work from the first Type Experiment: Material Words and Design Problems 1 and 2 will be turned in for grading at midterm.

Your work for Design Problems 3 and 4 and the other Type Experiments will be turned in at the end of the semester. Your PDF portfolio will be reviewed 2 weeks before the semester ends and then turned in for grading for the finals week.

Feedback + Grading

In general, you will get regular feedback in one-on-one meetings, small group pin-ups, and class critiques. The work you do for the Type Experiments will be evaluated on the energy you put into them and the documentation and presentation of your results.

The work you perform in response to the major Design Problems will be evaluated on process, concept and craft.

Process is graded on **quantity and quality**. Your breadth of research and depth of exploration shown in documentation is essential. Organization of process is expected.

Concept is graded on **originality and appropriateness**. Your solution are to be of your own ideation (not copying something from the intertubes) and address the stated objectives. You are to write concept statements for each of your design solutions.

Craft is graded on **refinement and presentation**. Your final pieces should reflect a high level of polish with attention given to the details of presentation. This includes attention given to preparation for your final presentations to class.

Specific criteria for evaluation and a grading scale will be provided for each assignment. Late or incomplete projects will lower your final grade on the project. You are welcome to rework any of your solutions for amended grade before the end of the semester.

Your final grade will be determined by the following:

Major Design Problems	50%
Type Experiments	20%
PDF Portfolio	20%
Participation / Engagement	10%

Attendance Policy

Be in class on time and stay for the duration of the period. Have your design materials, tools and required work for the day's activities. If you are absent check with a classmate to get filled in on what you missed. After that I am happy to meet with you to answer any questions you might have.

Avoid accumulating more than two absences. Unless you have extenuating circumstances, your final grade will be affected if you have more than two. The determination of this (excused or unexcused absence) is made through Disability and Assistive Technology. They will inform me if you have substantiated reasons for missing class. It will be helpful if you inform me about any planned absences before they occur.

Course Text / Readings

There is no specified text for this course. Readings or viewings will be assigned during the semester to extend your thinking on design and typography. You are expected to take notes on these and participate in follow-up discussions.

Subscribe

UWSP Graphic Design students are expected to subscribe to a design magazine or follow design feeds or blogs. Student discounts are available for some publications. (See list online.)

Course materials

Some materials and tools will be available to you through the department resource rooms. You are responsible for acquiring your own materials for class. Some specific tools you will need for this class include:

- cork-backed ruler
- X-acto knife / blades
- tracing paper
- pencils, pens, markers
- portfolio / container
- digital archive space / strategy

Inclusivity Statement

It is my intent that students from all diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the everyone brings to this class be viewed as a resource, strength and benefit. I seek to utilize materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

Semester Overview — Calendar

This calendar is subject to change.

—WEEK 1

M 9/3 Labor Day — *no class meeting*

W 9/5 Course Introduction // type experiments

WEEK 2

M 9/10 type talk // PROBLEM 1: essay + meaning

W 9/12 PROBLEM 1 discuss initial concepts

WEEK 3

M 9/17 type talk // PROBLEM 1: share concept drawings, refine, format

W 9/19 PROBLEM 1: critique (comps) models

WEEK 4

M 9/24 type talk // PROBLEM 1 // PROBLEM 2: info hierarchy

W 9/26 PROBLEM 1: final critique

WEEK 5

M 10/1 type talk // PROBLEM 2: typefaces + hierarchy

W 10/3 PROBLEM 2: develop formatting

WEEK 6

M 10/8 type talk // PROBLEM 2: critique (comps) models

W 10/10 PROBLEM 2: screen + print hierarchy

WEEK 7

M 10/15 type talk // PROBLEM 2: share // PROBLEM 3: poetry series

W 10/17 PROBLEM 2: final critique

WEEK 8

M 10/22 type talk // PROBLEM 3: conventional typeset poems

W 10/24 PROBLEM 3: experimental typeset poems

F 10/26 *midterm portfolios due*

WEEK 9

M 10/29 type talk // PROBLEM 3: poems in motion, storyboards

W 10/31 PROBLEM 3: workshop + develop poem in motion

WEEK 10

M 11/5 type talk // PROBLEM 3 // PROBLEM 4: magazine

W 11/7 PROBLEM 3: final critique // PROBLEM 4: share concepts

WEEK 11

M 11/12 type talk // PROBLEM 4: logotype comps, develop format

W 11/14 PROBLEM 4: format, grid, typeface options

WEEK 12

M 11/19 PROBLEM 4: TOC, feature article layouts, style guide

W 11/21 *day before Thanksgiving — no class meeting*

WEEK 13

M 11/26 PROBLEM 4: cover mock-ups, working with imagery

W 11/28 PROBLEM 4: image + type concepts // PDF Portfolios

WEEK 14

M 12/3 PROBLEM 4: critique (comps) for page layout

W 12/5 PROBLEM 4: comp for style guide, workshop + develop

WEEK 15

M 12/10 PROBLEM 4: workshop + develop

W 12/12 PROBLEM 4: present final magazines

F 12/15 *final portfolios due*

WEEK 16

finals: individual meetings

M / T 12/17 + 12/18 by appointment

This classroom is a community

- Voice your thoughts and ask questions
- Engage whole-heartedly and be open to new ideas
- Accept critique, evaluate what is being said, ask for clarification, and defend your work
- Remember we are all human
- Be respectful, honest and brave
- Share your passion
- Challenge yourself to move beyond your comfort zone
- Always consider the source and the motivation behind rumors
- Avoid gossip
- Become resilient
- Be an advocate for good typography and good in the world.