PREREQUISITES  ART 3600, 3610, 3620, 3630, 3640

COURSE DESCRIPTION
This studio course is an exploration of typographic design as a practical form of visual problem solving, both on and off the computer. Among the topics addressed will be the structures, terminology, methods, and technical skills related to typography as applied to professional graphic design practices.

COURSE OBJECTIVES
At the end of the course, students will be able to:
• analyze and manipulate type for effective communication.
• demonstrate an understanding of typeface anatomy, structural attributes, and terminology.
• identify typeface classifications and font family usages in text.
• expand upon foundational typography both formally and conceptually.
• resolve the typographic image through a variety of media.
• skillfully manipulate type for a variety of applications.
• make informed, confident, and context-appropriate font selections and combinations.

EXPECTATIONS
Students should:
• spend a minimum of 5 hours per week on class work outside of class time.
• come to class prepared to work, and make full use of in-class work sessions.
• accomplish tasks outside of class time that must be completed outside of the studio so that class time is spent working under the instructor’s direction, in conversation with peers, and in the classroom environment.

TEACHING & LEARNING METHODS
Students will gain knowledge in the processes, methodology, and technology necessary for professional graphic design practice through completion of assignments, readings, and participation in critiques and discussions. Class time is devoted to lecture, discussion, critique, demonstration, and studio & computer lab work. Attendance and use of class time is important. This is a studio class; always bring the appropriate tools to work on projects during class time. If you need to check out a laptop from the Knowledge Commons, please do so before class begins.

REQUIRED READING
Although there is no required textbook for this course, there will be several reading handouts that pertain to individual assignments and related topics. These are required reading assignments! We will be discussing these in class, and your grade will be affected by your participation in these discussions.
RECOMMENDED READING

The following books are excellent resources for information and inspiration on typography and make great additions to your personal design library.

- **Typographic Design: Form and Communication, 5th Edition**  

- **The Elements of Typographic Style**  
  Robert Bringhurst  ISBN: 0881791326

- **Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students**  

COURSE FEES

The fee for this course is $25. Fees will be used to pay for materials and services essential to the student’s successful completion of the course, including materials and supplies, fees paid to service providers, honoraria for invited lecturers, and/or costs associated with field trips or other events required by the instructor.

SUPPLIES

As a 3rd year art/design student, it is assumed that you are intimately familiar with, and in possession of, the necessary basic supplies to do your work. Tools and supplies specific to each assignment or project will be discussed as we go.

Required:
- camera or cell phone camera  
- flash drive or other portable storage device  
- a variety of drawing tools (pencils, pens, Sharpies)  
- sketch paper (pad or loose sheets)  
- tracing paper (pad or roll)  
- tape and/or drafting dots  
- scissors

Provided:
- Some materials, such as those for printing projects, will be provided.

ADOBE CREATIVE CLOUD SOFTWARE

Students have FREE access to Adobe Creative Cloud products from the University’s Office of Software Licensing (OSL). This is compatible on both Mac & Windows platforms. Visit www.software.utah.edu for information.
FACILITY & EQUIPMENT USE

- Failure to follow procedures (studio rules presented in class and as an overview below) will adversely affect the grade given for appropriate and safe use of facilities.
- Proper and safe use of the presses and shears is crucial.
- Careful and respectful use of all tools including type is essential.
- Thorough cleaning of the studio is absolutely necessary.
- Strict observation of the open studio schedule is mandatory.
- Work in the studio must be completed independently with limited advisement from the monitor on duty.
- Only independent studio users and students who are currently enrolled in a book arts class are permitted to work with equipment and materials in the studio.

EVALUATION METHODS & CRITERIA

Students will be graded on commitment to process, defined as “depth of research and ideation methods, design development and refinement, and quality and craftsmanship of final solutions.” Presentation skills, professionalism and participation in discussions and critiques will also influence the overall grade.

This class is worth 1,000 points; grades will be assessed as follows:

- Assignment 1: 75 points
- Assignment 2: 100 points
- Assignment 3: 100 points
- Assignment 4: 125 points
- Assignment 5: 150 points
- Assignment 6: 200 points
- Reading 1: 50 points
- Reading 2: 50 points
- Quiz 1: 25 points
- Quiz 2: 25 points
- Attendance & Participation: 100 points

Each project will be graded on the following:

Conceptual / Ideation Process: development and successful communication of innovative and/or decisive idea, bringing it to fruition, etc.

Design Development: form related to content, composition, integration of text and image, material choices, etc.

Craftsmanship & Presentation: well-executed craft, consistent edition, cleanliness of presentation, etc. Any spelling, grammatical, and typographical errors will affect grading for the project.

Learning Integration: techniques and concepts taught in class have been integrated into the project.
GRADING SCALE

Work not completed by the due date will receive a grade and then be marked down a full letter grade. For example, a project receiving an “A” grade will be recorded as a “B”. Quizzes and in-class exercises (instructor-led) that are missed due to absence cannot be made up.

The following scale is used for determining letter grades:

A  Outstanding ....................... 930 – 1000 points
A- Excellent .......................... 900 – 929 points
B+ Very Good .......................... 860 – 899 points
B  Good ................................. 803 – 859 points
B- Well above average .............. 800 – 829 points
C+ Above Average ................... 760 – 799 points
C  Average ............................. 730 – 759 points
C- Below Average .................... 700 – 729 points
D+ Well below average .............. 660 – 699 points
D  Poor ................................. 630 – 659 points
D- Very poor ........................... 600 – 629 points
E  Failed to meet expectations

GRADE DESCRIPTIONS

Plus or minus will be added to the grade when submitted work falls slightly above or below the letter grade criteria listed.

A  Excellent work that meets the highest standards for the class; superior comprehension and integration of course material; outstanding commitment to class objectives. “A” work exhibits creativity and insight.
B  Above average quality and quantity of work that exhibits clear focus and shows improvement over the duration of the course; solid comprehension of course material and commitment to course objectives. “B” work meets all requirements.
C  Satisfactory work that meets the minimum requirements, but may exhibit a lack of initiative, commitment, or significant improvement; comprehension of basic concepts is satisfactory, with further integration or exploitation encouraged. “C-” is considered the minimum grade for passing this class.
D  Work that in one or more ways fails to meet the course requirements; initiative and commitment are seriously lacking. Comprehension of course material and competencies are below average and need considerable improvement. “D” is NOT a passing grade for this class.
E  Quality and quantity of work is unacceptable. Course requirements and competencies have not been met.
I  “The mark I (incomplete) shall be given and reported for work incomplete because of circumstances beyond the student’s control (such as illness or enforced absence). The grade of I should be used only for a student who is passing the course and who needs to complete 20% or less of the course.” –University of Utah PPM, III. Policy 6-100-3-G2. Students receiving an I should be able to complete coursework for the class without needing to attend any additional classes.
MINIMUM GRADE REQUIREMENTS FOR CONTINUATION IN THE DESIGN PROGRAM & GRADUATION

Keep in mind that all Art and Art History courses must be passed with a C- or better to graduate. In the design program, if a student receives a grade lower than a C- they will need to repeat the course prior to moving on to the next sequential course in the program. All courses in the design program are sequential and must be taken in proper order. Receiving less than a C- in any design course will require the student to wait until the next time the course is offered to continue with the remainder of the design courses. If not successful in achieving a C- or higher in this second attempt, the student will be dismissed from the program.

ATTENDANCE & PUNCTUALITY POLICY

Regular attendance is a requirement of this course. Punctuality is expected and remaining present until the end of each class period is required. Consistent and prompt attendance develops responsible, professional behavior and ensures that students have access to the full range of experiences and information necessary to complete class assignments and acquire the skills and knowledge emphasized in a university education.

Absences:

- Activities such as doctor appointments, advisor conferences, trips to supply stores and labs, and employment, should not be scheduled in conflict with class time.
- 2 absences are allowed for unforeseen events associated with illness or emergency.
- Each subsequent absence will result in an automatic 1/3 grade reduction. For example, if your final grade in the course is a B, a third absence will lower your grade to a B- . A fourth absence will lower it to a C+, and so on.
- Six absences will automatically reduce your course grade to a C- (or lower, depending on earned grade) and you will be required to retake the course before moving forward in the Graphic Design program.
- Students involved in excused University-related activities must provide written documentation from the appropriate advisor.
- Regardless of the reason for any absence, students are expected to complete all coursework on time and meet all deadlines.
- Prolonged illness must be verified by a physician and may require the student to withdraw from class if the student cannot complete work in a comprehensive and timely manner (see “Incomplete” under Grade Descriptions.)

Lates:

- Students who arrive past the start of class, or leave before the end (unless dismissed early by the instructor), will be marked “late.”
- 2 “lates” will be counted as 1 absence when calculating a student’s course grade.
- Arriving/leaving 15 minutes or more late/early, will be counted as an absence.
FACULTY & STUDENT RESPONSIBILITIES

According to the University Student Code, outlined in the Student Handbook (Policy 6-400), students are expected to maintain professional behavior in the classroom setting. Students should understand and be responsible for the content mentioned in the Student Code. Students have specific rights in the classroom as detailed in Article III of the Code. The Code also specifies proscribed conduct (Article XI) that involves cheating on tests, plagiarism, and/or collusion, as well as fraud, theft, etc. Students should read the Code carefully and know they are responsible for the content.

According to Faculty Rules and Regulations (Policy 6-316), it is the faculty responsibility to enforce responsible classroom behaviors, beginning with verbal warnings and progressing to dismissal from class and a failing grade. Students have the right to appeal such action to the Student Behavior Committee. The design program faculty will strive to maintain a classroom environment that is conducive to learning.

ACCOMMODATIONS POLICY

The policy for this course is to NOT make accommodations for content. Some films, presentations, or lectures in this course may include material that may be in conflict with the individual values of some students. Please review the syllabus carefully to see if the course is one that you are committed to taking. Discussions held in class and individual student work may include topics and/or imagery that may make some students uncomfortable. Although your classmates and the instructor have no way of making an informed decision about which topics or imagery might be problematic, every effort will be made to foster an environment of mutual respect. If you have a concern, please discuss it with your instructor at your earliest convenience.

AMERICANS WITH DISABILITIES ACT (ADA) STATEMENT

The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Building, 581-5020 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. All information in this course can be made available in alternative format with prior notification to the Center for Disability Services.

ADDRESSING SEXUAL MISCONDUCT

If you or someone you know has been harassed or assaulted, you are encouraged to report it to the Title IX Coordinator in the Office of Equal Opportunity and Affirmative Action, 135 Park Building, 801-581-8365, or the Office of the Dean of Students, 270 Union Building, 801-581-7066. For support and confidential consultation, contact the Center for Student Wellness, 426 SSB, 801-581-7776. To report to the police, contact the Department of Public Safety, 801-585-2677(COPS).
CENTER FOR WELLNESS & UNIVERSITY COUNSELING CENTER

Personal concerns such as stress, anxiety, relationship difficulties, depression, cross-cultural differences, etc., can interfere with a student’s ability to succeed and thrive at the University of Utah. For helpful resources, contact the Center for Student Wellness (www.wellness.utah.edu / 801-581-7776), and the University Counseling Center (www.counselingcenter.utah.edu / 801-581-6826).

PROJECTS

Assignment 1: Found Typography
Discover the type environment surrounding you. Explore found type in your daily life, document it, and share it via Instagram in order to learn more about the nuances of typography. You will be given prompts throughout the semester to guide you.

Assignment 2: Booklet Cover
Come up with a title for an imagined book and then compose the content for this book’s jacket. You will work with a partner to typeset and letterpress print this text, in order to develop expertise in working with letterforms and the space that surrounds them.

Assignment 3: Grids & Paragraphs
Working in InDesign with provided text and assigned parameters, design a total of six layouts exploring various typefaces, typesetting and layout structures, and hierarchy.

Assignment 4: Editorial Layout
Work in InDesign to explore modular typographic systems of organization. As you work with different types of content, consider hierarchy, legibility and readability, and conceptual engagement.

Assignment 5: Single-sheet Book
Working in InDesign with text only, design a single-sheet book in response to technical and conceptual constraints. This project will be letterpress printed from photopolymer plates. Particular emphasis on the grid.

Assignment 6: Final Project
Working in InDesign with text and image, design a two-page spread in response to conceptual constraints and parameters.

Reading Assignments 1 & 2
Readings will reinforce and inspire the creative and technical thinking that goes into designing with type on the page. Students should prepare a list of talking points for each reading, to facilitate class discussion. These lists will be due via Canvas by the end of class.

Quizzes 1 & 2
Quizzes are meant to measure understanding of course content.
## FALL 2017 OPEN STUDIO HOURS
**AUGUST 23 – DECEMBER 15**
- **M/W** 10:00 am – 9:00 pm
- **T/Th** 10:00 am – 2:00 pm, 5:00 pm – 9:00 pm
- **F/S** 10:00 am – 7:00 pm

## CLASSROOM CLOSED
- **M/W** 10:00 am – 1:00 pm, 2:00 pm – 4:00 pm
- **T/Th** 10:00 am – 1:00 pm
- **F** 10:00 am – 12:30 pm

## FALL BREAK HOURS
- Monday – Saturday
- **October 9 – 14**
- 10:00 am – 5:00 pm

## FINALS WEEK HOURS
- Monday – Friday
- **December 11 – 15**
- 10:00 am – 9:00 pm

## CLASSROOM ONLY CLOSED
- **Monday, December 11**
- 1:00 pm – 3:00 pm

## FULL STUDIO CLOSED
- **Labor Day**
- **Monday, September 4**
- **Print Appreciation**
- **Friday, November 10**
- **Thanksgiving**
- **Thursday & Friday, November 23 & 24**

## TENTATIVE SCHEDULE
Project due dates and quizzes are in bold.

### WEEK 1 8/22
- **Introduction:** syllabus, studio tour
  - **Review:** typeface anatomy & letterforms, hierarchy
  - **Discussion:** Assignment 1: found typography (ongoing)
  - **Assignment 2:** booklet cover
  - **Reading 1:** *The Crystal Goblet*, Beatrice Warde
    - Chapter 1, *The Elements of Typographic Style*, Robert Bringhurst

### WEEK 2 8/29
- **DUE:** Reading 1
  - Assignment 2a: book title (a few options)
  - **Discussion:** grids and paragraphs
  - **Introduction:** Assignment 3: grids & paragraphs
  - **Demonstration:** typesetting review
  - **Work Day:** typesetting and proofing
  - **Homework:** Assignment 1: found typography (ongoing)
  - Assignment 2b: booklet cover (develop body text)
  - Assignment 3: grids & paragraphs (ideation)

### WEEK 3 9/5
- **QUIZ 1:** typeface anatomy
  - **CRITIQUE:** Assignment 2a: book title proofs
  - Assignment 3: grids & paragraphs
  - **Review:** InDesign
  - **Discussion:** layout design
  - **Introduction:** Assignment 4: editorial layout
  - **Homework:** Assignment 1: found typography (ongoing)
  - Assignment 2b: booklet cover (start setting text)

### WEEK 4 9/12
- **Field Trip:** Book Look: Rare Books Classroom
  - **DUE:** Assignment 4: editorial layout (roughs)
  - **Discussion:** InDesign (continued)
  - Assignment 1: found typography (check-in)
  - **Work Day:** Assignment 4: editorial layout (refine)
  - **Homework:** Assignment 1: found typography (ongoing)
  - Assignment 2b: booklet cover (continue setting text)
  - Assignment 4: editorial layout (refine)
FALL 2017 OPEN STUDIO HOURS
AUGUST 23 – DECEMBER 15
M/W 10:00 am – 9:00 pm
T/Th 10:00 am – 2:00 pm
5:00 pm – 9:00 pm
F/S 10:00 am – 7:00 pm

CLASSROOM CLOSED
M/W 10:00 am – 1:00 pm
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FALL BREAK HOURS
Monday – Saturday
October 9 – 14
10:00 am – 5:00 pm

FINALS WEEK HOURS
Monday – Friday
December 11 – 15
10:00 am – 9:00 pm

CLASSROOM ONLY CLOSED
Monday, December 11
1:00 pm – 3:00 pm

FULL STUDIO CLOSED
Labor Day
Monday, September 4
Print Appreciation
Friday, November 10
Thanksgiving
Thursday & Friday
November 23 & 24
Tuesdays
10:00 am – 1:00 pm
8/29, 10/3, 11/14, 11/28
Thursdays
10:00 am – 1:00 pm
8/31, 10/5, 11/16, 11/30
Fridays
10:00 am – 12:30 pm
10/20, 10/27

TENTATIVE SCHEDULE (continued)
Project due dates and quizzes are in bold.

WEEK 5 9/19
DUE: Assignment 4: editorial layout (review refined layouts)
Assignment 2b: booklet cover (proofed text)
Work Day: Assignment 4: editorial layout (final)
Assignment 2b: booklet cover (final proof)
Homework: Assignment 1: found typography (ongoing)

**9/22**
DUE: Assignment 2b: booklet cover
(print-ready files due on Friday, 9/22 by 5:00 pm)**

WEEK 6 9/26
CRITIQUE: Assignment 4: editorial layout (final)
Assignment 2b: booklet cover (proofs)
Introduction: Assignment 5: single-sheet book
Work Day: Assignment 2b: booklet cover (finalize typesetting)
DUE: Assignment 2b: booklet cover (proof by end of class)
Homework: Assignment 1: found typography (ongoing)

WEEK 7 10/3
Work Day: Assignment 2b: booklet cover (print)
Introduction: Assignment 5: single-sheet book
Homework: Assignment 1: found typography (ongoing)

WEEK 8 10/10
No Class: FALL BREAK

Sunday, October 8 – Sunday, October 15: Fall Break

WEEK 9 10/17
QUIZ: TBD
Discussion: typographic communication
Introduction: Assignment 6: final layout design
Work Day: Assignment 5: single-sheet book (ideation)
Assignment 6: final layout design (ideation)
Reading 2: Chapters 5&6, Typographic Design:
Form and Communication, Rob Carter,
Philip B. Meggs, Ben Day, and Sandra Maxa

Friday, October 20: last day to add, drop, elect CR/NC, audit classes

WEEK 10 10/24
CRITIQUE: Assignment 2: booklet cover
Discussion: Assignment 1: found typography (check-in)
Assignment 6: final layout design (layout)
## TENTATIVE SCHEDULE (continued)

Project due dates and quizzes are in bold.

| WEEK 11 | 10/31 | DUE: Reading 2  
Work Day: Assignment 5: single-sheet book (small group critique)  
Assignment 6: final layout design  
Homework: Assignment 1: found typography (ongoing)  
**11/3 | DUE: Assignment 5: single-sheet book  
(plate-ready files due on Friday, 11/3 by 5:00 pm)**  

| WEEK 12 | 11/7 | DUE: Assignment 6: final layout design (roughs)  
In-class Exercise: platemaking  
Homework: Assignment 1: found typography (ongoing)  
Friday, November 10: last day to withdraw  

| WEEK 13 | 11/14 | DUE: Assignment 6: final layout design  
(b+w layouts & color studies)  
Work Day: Assignment 5: single-sheet book (printing)  
Homework: Assignment 1: found typography (ongoing)  

Assignment 6: final layout design (refine)  
Homework: Assignment 1: found typography (ongoing)  
Thursday & Friday, November 23 & 24: Thanksgiving Break  

| WEEK 15 | 11/28 | DUE: Assignment 6: final layout design (refined layouts)  
Assignment 1: found typography (recap)  
Work Day: Assignment 5: single-sheet book (printing/binding)  
Assignment 6: final layout design (final)  

| WEEK 16 | 12/5 | LAST DAY: FINAL CRITIQUE  
Assignment 5: single-sheet book (final)  
Assignment 6: final layout design (final)  

### FALL 2017 OPEN STUDIO HOURS  
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| M/W | 10:00 am – 9:00 pm  
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October 9 – 14  
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### FINALS WEEK HOURS  
Monday – Friday  
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10:00 am – 9:00 pm  

### CLASSROOM ONLY CLOSED  
Monday, December 11  
1:00 pm – 3:00 pm  

### FULL STUDIO CLOSED  
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10/20, 10/27