

## ADVANCED TYPOGRAPHY

Art 3083

Instructor: Dan May

[dgmay@saumag.edu](mailto:dgmay@saumag.edu)

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### Purpose:

This is an extenuation of typography. We will attempt to explore new alternatives to geometric grid by creating our exploring and experimenting with their relationship to concept. We will explore Post Modernist designers in the area of print and other media. We will develop projects which will be a consistent progression of work experimenting with form, motion, and emotion as it relates to concept. We will be developing type in print, video and multimedia formats.

Some projects will require massive amounts of data storage. A 100 GB external hard drive is suggested.

### Warnings:

***Please refrain from using any clip art or download copyrighted imagery from Google, Yahoo etc., to use in your work. It can be used as inspiration for your work or it can be derivative of someone else's work, but copying or plagiarism in any fashion is grounds for expulsion. Originality and personal pride in your work are necessary components of any designer/artist.***

### Materials

Sketch Pad, CDs for backing up files, flash or thumbnail drive 1-2GB. Drafting paper, steel ruler, sketchbook, french curves, Pen and India Ink with a variety of nibs, watercolors, markers, compass, Exact-o knife and blades, cutting matt, Black Matte board, T square, Calculator or Proportion Scale, Super B Inkjet Paper (1 carton), specialty papers as needed but a variety of 13x19inch size papers from French Paper company is suggested.

Many assignments will require Super B paper size so this is an absolute must to purchase.

Materials may be purchased on line at any retailer such as Daniel Smith, Utrecht, Dick Blick et al. or if you prefer at your local purveyor of Art paraphernalia)

### Required Text:

TBA

### Deadlines:

Deadlines, deadlines, deadlines, we all hate deadlines. Unfortunately, as it exists in the workplace, so it is here. All deadlines must be met at the time posted. Any work turned in after the deadline will not be accepted without written excuse as outlined by the student handbook. ***All work must be presented in its final form on black matte board with one inch borders, unless otherwise specified.***

All deadlines will be posted prior to the assignment or on the "client brief."

All assignments are due at the beginning of class unless otherwise expressed.

Any assignment not turned in on time will be reduced a full grade each day it is late.

Process book, student journal, sketch-pad, call it what you will, it is how you develop your ideas. is a requirement. Within it will be: project iterations: How well you incorporate and innovate from your initial stages through completion of production to presentation.

It will contain sketches, resource materials and inspiration. It must be kept up to date documenting your process throughout the semester, and will be graded along with ***each*** assignment, and will count as one fifth of your grade. This is designed to assist you. If your process is well documented, it can assist you in soooooo many ways.

### Critiques:

When critiques are scheduled you must be prepared at the beginning of class to discuss in detail what you were trying to accomplish and what methods you utilized. Questions may be intense when trying to ascertain direction and scope of your work, so be prepared to have well thought out responses.

These are also graded. When you miss a critique it negatively impacts your overall grade.

### **Attendance**

Absences will reduce your grade. Not only because of what you'll miss in lecture but because...well... I require attendance...the school requires attendance and your future job will require attendance.

**THREE UNEXCUSED ABSENCES WILL RESULT IN A ONE LETTER GRADE REDUCTION FOR THE COURSE, FOUR WILL REDUCE IT ANOTHER FULL GRADE, and so on.**

All Absences must be excused by written note or must be arranged by the student prior to class. If a student is associated with any extra-curricular activity, it is your responsibility to inform me in advance of your participation in any event.

### **Grades**

Grading is based on a percentage of points accumulated. Assignments will be assessed in points based on the degree of difficulty and time allotted to complete the assignment, such as: a 2 week assignment may be worth 100 points; a three week assignment may be worth 150 points, etc.

Once all points accumulated are added together, they are divided by the total possible points and your grade is assessed by your final percentage.

The breakdown of the grades are as follows:

A=(93-100)

B=(92-85)

C=(84-75)

D=(74-65)

F=64 and below

### **Evaluation of Work**

Each assignment has a set of parameters that will be outlined either in class or in a "client brief." When **minimum requirements are met** you receive a "**C**" grade. You can move up or down from there based on percentage of completion and the merits of your work.

Your work will be evaluated by your proficiency in the medium using style, **originality**, composition, color, texture, line, (rules of design) et al as guidelines for grading. As an artist you are graded on your Art most of all, but the scholarship and research that you used in completing the assignment can and will be a factor in grading. If for instance, I have questioned your approach in completing an assignment and you can convince me that your research demands that a piece be done in a certain fashion then you will be assessed based on the success of your reasoning. Clients often need to be convinced. Look at the class in those terms. Educate me in the way you present your concepts as well as your execution.

This is an ART course not a computer course. Though proficiency in software is necessary, software programs are a tools like any other. The real test of the student is their ability to solve problems. Critical thinking is a must. My standards for excellence are high but I provide you with the tools and examples to meet those expectations, so don't be too "freaked."

Work will be assessed in these terms:

1. Innovation/creativity
2. Problem solving
3. Concept
4. Composition, color, form, line.
5. Research, technical proficiency, effectiveness, and clarity of message: Communication is a must!
6. Work ethic... which means that the final product will be evaluated in accordance with its, exactitude, cleanliness, timeliness, presentation. (as well as your critiquing/presentation skills.)

**Tests:**

**2 tests will be given  
at Midterm  
and the Final Week of school**

## **Assignment 1:**

**Research Type and it's Cultural Impact. 2 weeks to research and come up with a synopsis for:**

**Thesis:**

**Is there a measurable effect that "universal" typography has on the psychology and evolution of national identity which can be quantified? Does the uniform visual language and symbology expressed in typography and graphic design disproportionately effect the way people act and think?**

### **Possible Sources for research:**

Dr. Craig Eliason of The University of St Thomas curated show:

"Face The Nation" A visual journey into typeface design [http://www.stthomas.edu/facethenation/redefine\\_hughschonfield.html](http://www.stthomas.edu/facethenation/redefine_hughschonfield.html)

"Art and Physics" University of San Francisco's Leonard Shlain:

claims that left to right linearly designed reading skills limits our understanding of complex ideas related to space and time that some artists appear to transcend.

"Art and Physics" Publisher: William Morrow (January 28, 1993)

ISBN-10: 0688123058

Author Paul Shaw documents the progression of illuminated writing which sprang from the region which Germany now occupies and identifies the cultural impact it had on the nation's nascent stages through the 20th century.

To say that type structure preference alters a person's psychological profile may be a stretch, but patriotic fervor related to symbology such as flags and icons which are artistic representations of national identity are nurtured by official decree throughout history. \_

"Blackletter: Type and National Identity," Publisher: Princeton Architectural Press; 1 edition (April 1, 1998), ISBN-10: 1568981252, ISBN-13: 978-1568981253.

Deliverable: 2 more weeks.

A form which evaluates visual preference.

Test:

Psychological evaluative form to administer to students on campus, friends and family.

In the evaluation you must include certain data that can track demographics.

Then other questions that can evaluate preference in form.