

## **TYPOGRAPHY**

**Art 2163**

**Instructor: Dan May**

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

**Office: Rm 111 (Hours Posted)**

**p.870.235.4242**

### **Purpose**

Design is about iteration and experimentation towards the ultimate goal which creates something that "works." Typography is no different. It has evolved over the centuries based on principles of uniformity, consistency and geometric standards which increase legibility. On the other hand there is a school of thought that legibility is secondary to the emotional impact of the symbols created to communicate on a number of levels. We will explore all of these possibilities.

The class consists of lecture and studio. We will explore the fundamentals of Typography's terms and origins with a historical as well as analytical approach and incorporate those lessons in class room exercises and assignments. Students will be required to purchase materials and text. Some work will be done on computer but most will be done by hand.

### **Goals:**

- Understanding the purpose of type and learning the practical aspects and aesthetics of good type design.
- Learn a minimum of 25 typefaces, terms and history associated with the craft.
- Problem solving: Develop students' evaluative and problem solving skills to foster self-awareness, thus allowing for the exploration, development, and heightening of individual creativity.
- Communication: Enable students to effectively communicate visually, verbally, and through written form by focusing on the critical and analytical visual arts skills of their work and the work of others.
- Practical and theoretical knowledge: Provide students with a solid foundation in the visual art: practical and theoretical knowledge, skills, and dispositions required to make the transition to the professional art environment.

Student journals are a requirement that must be turned in for grade at the beginning of each class. These will contain sketches, resource materials and inspiration. They must be kept documenting your process and iteration of your concepts throughout the semester, and will be graded.

### **Materials**

Sketch Pad 11x17, CDs for backing up files, flash or thumbdrive 1-2GB. Drafting paper, steel ruler, sketchbook, french curves, Pen and India Ink with a variety of nibs, watercolors, markers, compass, Exacto knife and blades, cutting mat, Black Matte board, Linoleum, Woodblock 12x12, Linocut materials

### **Required Text:**

"Typographic Design: Form and Communication"; Carter, Day, Meggs

"History of Graphic Design" Meggs

### **Attendance**

Absences will reduce your grade. Three absences that are unexcused will drop your grade a full letter. For example if you have an "A" based on tests and assignments, you will receive a "B" for the course.

FOUR ABSENCES WILL RESULT IN A DROP from the class. In order for an absence to be excused consult the school guidelines. If a student is involved in any extra-curricular activity, it is your responsibility to inform me in advance of your participation in any event not your instructor or coach.

### **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. Any assignment turned in late will receive an "F."

The breakdown of the grades are as follows:

A=(93-100)

B=(92-84)

C=(83-74)

D=(73-67)

F=66 and below

**Tentative Schedule/Assignments: (subject to change based on a number of extenuating factors)**

**Week 1.**

TH: Introductions, expectations and requirements

Discuss origins of type and brief History of Ancient Print. Shamans, and the Scribe

For Tuesday

Read: *Hist of Graphic Design* pp.4-16,

Also read: "Typo Design..." pp. 202-207

Create 1 Pictograph for next class

representing the "hope for a good grade" just as prehistoric cultures represented hopes for a good hunt or a blessed life, and one ideograph representing the word : Fear

Materials to use: Brush and watercolor s on a large piece of stone..... for Pictograph, Sketch the idea for your Pictographs using a pencil and drawing paper we will critique and carve them in clay for the next class.....

**Week 2**

T. Critique Name Pictographs, ideographs in class: Discuss

the importance of language and design in civilization from readings.

Practice the use of scribe and carving materials in class with the pictographs you created in the previous assignment.

Concepts of Asian Cultures: Ukiyo-e, Chi, Paper and Wood Block Printing:

Assignment for next class: "Hist-GD" Read: pp 17-29 Asian and Semitic Alphabets.

"Typo..." read pp. 1-3

Have Ideographs and pictographs printed for critique in next class.

Bring paintbrushes and ink, heavy-duty paper and sketch pad.

Turn in Pictographs

TH: Discuss the creation of the Alphabet, symbology, Greeks and Latin Contribution.

In class calligraphy with Image. Create new language form based on Comic Book Children's Story or Nursery rhyme Narrative.

Assignment: Create 10 Numbers and 6 symbols or letterforms for a "new" Language  
Community characteristics: Elected Monarchy, Warrior class,  
matriarchical society, basic agriculture, primitive art and religion  
based on forest creature worship

read: "Hist of GD" pp. 30-38

"Typo-" pp. 29-35

Bring pens, brushes, colored markers, ink, paper, carving tools for lino next Tuesday.

**Week 3**

T. Critique Number assignment: Assignment due

Discuss parts of the letter, variations in type styles, type as a nation building device,  
early type creation techniques and terminology.

In Class exercise: Calligraphy

Assignment: Read in "Hist of GD:" pp 39-54

Illuminated Manuscripts-

Begin with poem, song lyric, or passage

Create Drop Cap, type style, and illustration consistent with "storyline."

Bring to next class for critique ...(do in pencil first)

TH Critique Manuscript progress: (pencil)  
Begin Inking Manuscript.

Assignment: Read in "Typo...:" pp 76-83 (Nature of Words-Paragraphs and indentations)

#### **Week 4**

T. Critique **MANUSCRIPT** Assignment -**due Thursday**.  
Discuss Block and Relief Printing in the Renaissance.  
Work on Manuscript.

Assignment:  
Bring 2-Lino, and lino tools to next class  
Begin to think about Playing Card for Lino Print Concept...

2 color registration jobbie...

Incorporate contemporary theme in old fashioned playing card...

Size at least 8x12

Design the Ace of Hearts, Joker, King, Queen or Jack of Hearts.

Or a version of Ars Moriendi (Art of dying)

Inscription must be incorporated into design vis a vis "coat of Arms" slogan.

(see page 59 in "Hist of GD" for example.)

TH. Gutenberg and Fust, the 42 line Bible and the Faustian Bargain,  
Copyrights and the Designer.  
Read "Hist ...GD" pp.58-70