course description

This studio course examines the use of typography in long form. Students can expect to work with book-length copy and create engaging layouts using only type. The topics in this course are explored through lectures, independent research and the creative development of body of work.

student learning outcomes

• To examine typography as an art form.
• To investigate the use of type and how it is perceived in culture.
• To explore long format type setting in print media.

required texts

The Elements of Typographic Style, Bringhurst.

required materials

Portable media: Jump drive/USB drive. At least 1 GB

grading opportunities

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

Major projects will total 80 points of your final grade. Your journal and process notebook with total 20 points of your final grade.

major projects

There will be two major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project.

creative journal

You are required to keep a journal through the semester to catalog your experience, inspiration and notes. Recommended size is no smaller than 5 x 7 inches.

CLASSROOM POLICIES

late work

No late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in & present to the class on an earlier date.

Professor:
Amanda Garcia
office: ca 208
amanda.garcia@tamucc.edu
phone: x 2865

Office Hours:
Tuesday & Thursday
12:30 to 3:30pm
CA 208

Printing Lab
CA 206A
Hours of Operation:
Tues & Thurs
3:30–5:30 pm or
during your class time

Work Lab:
CA 201
Open 8 am to 11 pm
class schedule :: this schedule is tentative and may change at any time at my discretion

Week One
• Introduction, Syllabus, Course Overview
• Lecture and Discussion: Rules of Type
• Research: Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.

Week Two
• Begin reading Bringhurst
• Keep your reading progress in your journal. Keep notes on each chapter as well as journal a reflection paragraph about your thoughts.
• Lecture and Discussion: Type in Culture
• Research: Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Begin research for project one

Week Three
• Continue reading in Bringhurst & journal responses
• Continue research and development for project one
• Sketches due for project one

Week Four
• Begin reading Bringhurst
• Lecture and Discussion: Long format typesetting
• Research: Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Turn in sketches for project one
• Present ideas to client

Week Five
• Begin reading Bringhurst
• Lecture and Discussion: Long format typesetting
• Research: Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Continue to work on project one

Week Six
• Begin reading Bringhurst
• Rough print outs of project one
• Review with professor and peers
Week Seven

- Begin reading *Bringhurst*
- Lecture and Discussion: Designing with Type
- Research:
  - Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Continue to work on project one
- Finish project one this week. Present to client.

Week Eight

- Begin reading *Bringhurst*
- Lecture and Discussion: Designing with Type
- Research:
  - Find 5 examples from Whole Foods to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Discuss project two

Week Nine

- Begin reading *Bringhurst*
- Critique on project
- Research:
  - Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Continue to work on project two

Week Ten

- Begin reading *Bringhurst*
- Lecture and Discussion: Book printing
- Research:
  - Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Continue to work on project two

Week Eleven

- Continue reading in *Citizen Designer*. Keep journal of reflections.
- Lecture and Discussion: Book Binding
- Research:
  - Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Continue to work on project two

Week Twelve

- Begin reading *Bringhurst*
- Continue to work on project two
- Present progress to client and faculty

Week Thirteen

- Begin reading *Bringhurst*
- Continue to work on project two
- Present progress to client and faculty

Week Fourteen

- Begin reading *Bringhurst*
- Continue to work on project two
- Complete project this week.

Graded Activity

**Major Project One:**
- Create a how-to manual for typography
- Must use readings in Bringhurst’s book to choose specific type rules.
- Choose a minimum of 20 rules.
- Objective: create a compelling and interesting type manual.
  - Use visual examples
  - Use only text/typo
  - Limited color choice. May use interesting paper.
- 40% of final grade: Up to 40 points can be earned on this project.
  - Student will each be graded on the following:
    - Quality of Research: 15 points
    - Project effectiveness: 15 points
    - Overall Design: 10 points

**Major Project Two:**
- Create long-format bound book
- Take an already published book and retypset and design the book using only type.
- No raster images allowed
- Limited color
- Must be a minimum of 100 pages.
- 40% of final grade: Up to 40 points can be earned on this project.
  - Student will each be graded on the following:
    - Quality of Research: 15 points
    - Project effectiveness: 15 points
    - Overall Design: 10 points

**Other graded activities:**
- Reading response journaling
- Complete journal with creative inspiration and dialogue