

ART 3907-02

TYPOGRAPHY 2

COURSE OVERVIEW

Art 3907, Typography 2 is an advanced graphic design course in the manipulation of type for cogent, targeted, vivid and visually compelling communication. The class structure is primarily studio-oriented and project-based. It consists of four major assignments, in-process and final critiques, visual and verbal presentations by the instructor on the masterworks of typography and other applicable subjects, as well as readings, research, class discussions, and occasional tests design to meet the following course objectives:

- Broaden knowledge and skills in typography by developing legible, coherent, and delightful visual and verbal narratives.
- Organize, arrange and present clear and meaningful information within a single or multifaceted layout.
- Enhance understanding of the letterform as a potent visual and verbal force
- Define, conceive, and develop competent logotype design.
- Expand skills in the critical analysis of design and typography in the context of historic and contemporary practice.
- Refine research, process, and presentation techniques for accurate and sophisticated communication with clients and the end user.

DESIGN PROCESS

Work during and outside designated class hours will be required to achieve typography objectives and develop creative solutions to the class projects. Each assignment requires a well-organized and comprehensive Itoya notebook will contain visual, written, and material research; thumbnails, pencil and marker sketches, in-process screen grabs, printouts in-process critique notes and comments that led to your ultimate solutions. Yes, an Itoya name-brand “portfolio” notebook is required to organize and document each phase of your design process. Black background inserts can be removed so both sides of your written research and sketches are visible.

FINAL PRESENTATION

Final solutions to the projects will generally be mounted to self-adhesive foam core, and trimmed flush to edges unless otherwise specified. Especially advanced or creative solutions are welcome and may require alternate professional presentation methods. A short yet informative design brief is required for each project, typed, with proper spelling and grammar, adhered to the back. A high level of craftsmanship is essential for success in this course. Protective cover sheets of vellum or tracing paper are recommended. These mounted works will be turned in with, but not in Itoya process notebooks.

CRITIQUE

Substantial, thoughtful, and active participation in critique sessions (almost every Wednesday) is necessary to achieve the last two of our class objectives. Your candid, heartfelt, and honest reactions are valuable additions to our discussions, and both positive reinforcement and critical suggestions for improvement are welcome. Your contribution will be evaluated, as will your ability to share the floor with and encourage less vocal class members.

ART + DESIGN DEPARTMENT
UNIVERSITY OF MINNESOTA
DULUTH

Spring 2007
Course #67221

M+W, 8–9:50pm
VKH 131

CONTACT INFO

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OFFICE HOURS

M, 3–4pm, T 1–2pm
W, 3–4pm
(available online)

TEXTBOOKS

Stop Stealing Sheep & find out how type works.
By Erik Spiekermann.
ISBN 0-201-70339-4
(required)

The Elements of Typographic Style. By Robert Bringhurst.
ISBN 0-88179-132-6
(required)

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COURSE REQUIREMENTS

In order to fulfill course requirements you are expected to actively participate and assist in class, complete all class and homework assignments, and complete one major course project.

GRADING POLICY

Grades will be determined by student performance on class and homework assignments, projects, attendance and participation. Projects will be given a letter grade based on the + or - system. Your final grade is determined as follows:

- 10% attendance and participation
- 10% technical projects
- 30% homework assignments and online journal
- 50% major course projects

PUNCTUALITY POLICY

Late assignments and projects are highly discouraged. A written explanation is required if a due date is missed due to illness or other issues. The instructor will accept late individual projects, but the grades will be reduced by one letter grade for each class day they are late. Discuss absences or difficulties with the instructor in advance so he can anticipate a problem and act accordingly.

ATTENDANCE POLICY

Students are expected to attend all class meetings as scheduled. You are excused for two absences per semester; each absence that exceeds this number will result in the lowering of your final grade one letter (A to B, B to C, ect) If you have a problem that requires you to miss class more than two times, you must discuss this with the instructor in person if possible. Written explanation via email will also be needed.

COMMUNICATION POLICY

There are times when the instructor will need to reach the class for special announcements, due date changes, ect. You are required to maintain a University of Minnesota Duluth (UMD) email account, and check it daily. If you prefer using a non-UMD email address, set up your 'U' account so it forwards to the other one.

ACCOMMODATIONS

If you have any special needs which hinder your ability to meet the basic requirements of the class, please inform the instructor the first week of class. All university policies apply to this class with regards and respect and fairness to all no matter, race, creed, religion, sexual preference, gender, beliefs, and physical disability.

It is University policy to provide, on a flexible and individualized basis, accommodations to students with disabilities that may affect their ability to participate in course activities or to meet course requirements.

Students with disabilities are also encouraged to contact Disabilities Services and Resources to discuss their individual needs for accommodations.

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MATERIALS

Storage media: USB flash drive, iPod, or external hard drive. Secondary backups on CDs or DVDs are critical. Lost files will not be a valid excuse.

ITOYA Noetbook for Process Documentation.

Self-adhesive foamcore for finished projects as needed, and one CD-R to turn in digital projects for final grade.

GRADING

96-100	= A
90-95	= A-
87-89	= B+
84-86	= B
80-83	= B-
77-79	= C+
74-76	= C
70-73	= C-
67-69	= D+
64-66	= D
60-63	= D-
60-00	= F