

THE ILLINOIS INSTITUTE OF ART TINLEY PARK

Course Syllabus: Advertising

Course Name:	GD 303 Typography— Expressive & Experimental	Instructor:	Tieri
Department:	Graphic Design	Office Phone:	TBD
Length / Hours:	11 weeks, 66 hours	E-Mail:	atieri@aii.edu
Credits:	4	Time & Place:	TBD
Term & Year:	Spring 2013	Section(s):	TBD

Course Description:

This course will explore the various ways typography can be utilized to convey a distinct feel, and how the collective shapes of a typeface can affect that

Course Competencies:

Upon completion of this course, a student should be able to

Demonstrate effective use of typography

- Conceptualize and synthesize feeling and emotion through typeface design
- Select appropriate typefaces, leading, kerning, and style for various expressions
- Investigate alternative forms of type—readymade (found), altered, handmade
- Utilize typography in a way that corresponds to the meaning of content and the overall message

Articulate and defend concepts

- Articulate the relationship of content/form and typography/image
- Recommend and apply creative typographic solutions to design problems
- Apply digital typographic solutions appropriate to the design goal
- Demonstrate a technical aptitude for digital design programs centered around typography
- Distinguish between traditional and computer based type

Required Textbooks:

Type Rules!: The Designer's Guide to Professional Typography, 3rd Edition Ilene Strizver
ISBN: 978-0-470-54251-4

Attendance: Students are expected to attend class. Advance notice of an absence MUST BE provided to the instructor **via e-mail**.

PLEASE, DO NOT USE VOICE MAIL!

Seven (7) or more absences will result in an Attendance Failure.

Registrar office personnel and/or academic advisors will be consulted for any questionable absences and/or absence-related issues.

Note that each student must sign his/her own name on the attendance sheet on each day present. If a student is absent and a student who is present signs in the absent student's name, then there will be some form of penalty toward the present student to be decided by the instructor.

Disability Services

The Illinois Institute of Art-Tinley Park provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at Illinois Institute of Art-Tinley Park.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinator Dean Michael SaintLuke-Robinson of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Dean of Student Affairs in Room 249 or call 708-781-4031. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Equal Education Opportunity Policy

The Illinois Institute of Art-Tinley Park does not discriminate or harass on the basis of race, color, national origin, sex, gender, sexual orientation, disability, age, religion, genetic marker, or any other characteristic protected by state, local or federal law, in our programs and activities. The following person has been designated to handle inquiries and coordinate the school's compliance efforts regarding the non-discrimination policy: Dean of Student Affairs at 708.781.4031.

Tutoring

Tutoring is available, free of charge, by calling 708-781-4080 or adewey@aii.edu to setup an appointment.

Grading/Evaluation: The evaluation process is described below and, like this syllabus, is subject to change by the instructor. Any changes will be announced in class.

Students are encouraged to consult the instructor on any/all explanation(s) of each project/exam grade acquired.

<p>More project help can be obtained from the Learning Center .</p>
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Exam & Course Grade Details: Additional exam information follows:

- ✓ Makeup exams/tests will only be considered for documented medical reasons, emergency circumstances, or campus-sponsored activities.

If you miss an exam/test, please notify the instructor AS SOON AS POSSIBLE (via e-mail) so that alternate arrangements can be made. Makeup for Exams will be allowed ONLY up to one week after the original scheduled date; after that the exam score will be 0 (zero).

Note that mid-term course grades are not calculated into a student's grade point average (GPA); they are used just as a progress report for the student.

Other Policies: All work in this course must reflect your own efforts. Group collaboration is encouraged; however a student must clearly demonstrate personal competence and individual expression in all assignments submitted to be graded.

Here are The Illinois Institute of Art-Tinley Park's policies and procedures on **cheating** and **plagiarism**:

- Cheating is the act of obtaining or attempting to obtain credit for work by the use of dishonest, deceptive, or fraudulent means.
- Plagiarism is the act of taking ideas, words or specific substance of another and offering them as one's own.

Cheating, plagiarism, and falsification of student work, including documents submitted to the College for other than academic work, are serious matters and may result in one or all of the following actions:

1. Warning: The student may receive a warning that any future misconduct may result in suspension.
2. Forfeiture: The student may suffer the loss of all or part of the credit for work conducted in association with academic dishonesty.
3. Academic Failure: The student may receive an "F" grade for the assignment or for the course
4. Suspension or Dismissal: The student may be suspended or dismissed from the College.

Charges of academic dishonesty brought against a student must be made in writing by a faculty member and submitted to the Academic Director. The Academic Director will forward the charges to the Dean of Academic Affairs who will review cases of alleged academic dishonesty with an ad hoc committee and make a written recommendation on action to be taken. Both the faculty member and the student will be advised of the actions to be taken.

(Employee Handbook. The Illinois Institute of Art-Chicago, fiscal year, 2004.)

The policy in this class will be consistent with all of The Illinois Institute of Art – Tinley Park policies and procedures.

Course Schedule

WEEK 1

Session 1: Review syllabus and introduction to the course

- Read chapter 1

Session 2: Chapter 1: A Brief History of Type

- Read chapter 2

WEEK 2

Session 1: Chapter 2: From Metal to Mac: Understanding Font Technology

- Read chapter 3

Session 2: Chapter 3: What Makes a Typeface Look the Way It Does

- Read chapter 4

WEEK 3

Session 1: Chapter 4: Selecting the Right Type For the Job

- Read chapter 5

Session 2: Chapter 5: Formatting your type

- Read chapter 6

WEEK 4

Session 1: Chapter 6: Techniques for emphasis

Session 2: Chapter 6 (cont'd): Techniques for emphasis

WEEK 5

Session 1: Grade review & Mid-term Review

Session 2: Mid Term Exam

- Read chapter 7

WEEK 6

Session 1: Chapter 7: Tuning and Tweaking Your Type

Session 2: Chapter 7 (cont'd): Tuning and Tweaking Your Type

- Read chapter 8

WEEK 7

Session 1: Chapter 8: Finessing Your Type

- Read chapter 9

Session 2: Chapter 9: Typographic Typos (and How to Avoid Them)

- Read chapter 10

WEEK 8

Session 1: Chapter 10: Fractions, Signs, Symbols, and Dingbats

- Read chapter 11

Session 2: Chapter 11: Nonprint Typography

- Read chapter 12

WEEK 9

Session 1: Memorial Day

Session 2: Chapter 12: Designing your own type face

WEEK 10

Session 1: Chapter 12 (cont'd): Designing your own type face

Session 2: Final Exam Review

WEEK 11

Session 1: Final Exam

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I, _____

hereby acknowledge that I have received, reviewed and understand the syllabus and the expectations and requirements of GD303 Typography—Expressive & Experimental .

Name: _____

Date: _____

Name: _____

What is your major?

What Typographic courses have you taken?

What are your expectations going in to this course?

What would you like to gain/achieve by the end of this course?

Do you perceive any factors that could potentially limit you from reaching your class goals?

Have you had any experience (professional or collegial) in design?

How would you define Typography?

What is a font-face?

What piece of design work are you most proud of? ...any typographic projects?

What field of work or job are you currently employed in?

What are your long-term career goals?

Which company would you like to work for?

Have you taken any steps to one day obtain employment with preferred company?

Do you perceive any factors that could potentially limit you from reaching your career goal?

