

GRA 2208C Typographic Design Lab 1

typography and symbol development are perhaps the two things that separate graphic design as a discipline. this intro typography will explore both of these aspects; type as form and object and type as symbolic potential.

description:

An introduction to the fundamentals of typography exploring experimental approaches of letterform construction and terminology and developing a sound understanding of all components related to typographical composition and design practices. Projects, demonstrations, lab, lecture and critiques.

{ course objectives }

- › to learn to see type as an essential creative element
- › to understand the history of type and typographic forms
- › to understand creative potential of individual typographic forms
- › to use type in individual symbolic expressions and in composition
- › to learn to use and modify type in the various design programs

{ course methods }

- › quizzes and tests
- › in and out of class assignments
- › critiques
- › exercises and tutorials

{ attendance policy }

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

{ grading }

student work will be evaluated through a variety of means including: successful completion of assigned work, quizzes, and in-class assignments whose parameters will be discussed at that time. the evaluation of your creative assignments will be based on a combination of craft and concept. craft is the formal execution of a project (do the visual and material elements of a project adhere to standards of good design and craft?). concept is the evidence as displayed through the material manifestation of

2208 fall 2022 syllabus
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boca

office hours
virtual or in-person
by appt.

about this course:
GRA 2208C 001
typographic design lab 1
3 credits | CRN 12418
PRE: ART 1201C, ART 1203C,
ART 2600C

tue/thu 3-4:50pm

the project of an understanding of the project's core values and principles. the values and principles will be articulated at the project's introduction and clarified through interim critiques and discussions. these values will also be described on each project's handout. if either of these objectives is unclear, please see me for a more complete discussion.

{assignments and point distribution}

exercises	125 points (5x25)
poster	100 points
VDB	150 points
found type	100 points
total	475 points

100	A+	73-76	C	C the work demonstrates an average level of understanding or creativity; or may be good solutions hampered by formal issues. there is little evidence of involvement other than the completion of the assignment
93-99	A	70-72	C-	
90-92	A-	67-69	D+	
87-89	B+	63-66	D	
83-86	B	60-62	D-	
80-82	B-	0-59	F	
77-79	C+			

A work demonstrates the highest level of understanding and creativity. craft and formal issues are resolved to the same degree

B the work shows better than average idea development, but lacks refinement. the work demonstrates an above average understanding of the assignment goals. and shows good creativity. formal issues are resolved to a satisfactory degree

D the work shows below average creativity and/or little to no understanding of the assignment concepts and goals. Ds may also be given for excessively low craft.

F the assignment was either not completed or completed with such a low level of understanding, creativity, or attention to formal issues as to have failed.

{ other policies }

academic integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty

esty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

disability policy statement:

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

COURSE OUTLINE

week 1	introduction to gestalt and type basics individual meetings	week 10	found type due researchvisual definition book
week 2	exercise 1 due/exercise 2 intro individual meetings	week 11	intro individual meetings
week 3	exercise 2 due/exercise 3 intro individual meetings	week 12	schemes critique individual meetings/work day
week 4	exercise 3 due/exercise 4 intro individual meetings	week 13	book layout individual meetings/work day
week 5	exercise 4 due/intro to color individual meetings	week 14	complete schemes due individual meetings/work day
week 6	color due/poster project individual meetings/work day	week 15	books uploaded to blurb
week 7	individual meetings/work day individual meetings/work day		
week 8	poster due/found type project intro individual meetings/work day		
week 9	individual meetings/work day individual meetings/work day		

