

## GRA 3112 Typographic Design Lab 2

one of the most important tools for the designer is typography. typography both give form to the written content of a piece, but also has much to do with how that content is perceived on an emotional level. the appropriateness or irony of a typographic choice can have a huge impact on the viewer – occasionally without their ever consciously knowing. in this class we will be looking at typography from a variety of perspectives, but always with the goal of developing your competency and refining your decision-making.

### **description:**

This essential course examines the theoretical, historical, and practical employment of type through a selection of lectures, readings, and computer applications. Emphasis is placed upon the creative function of type, as an illuminative graphic design element, via a series of challenging and informative assignments.

### **{ course objectives }**

- › to learn to effectively employ type to create a mood or feeling
- › to understand the history of type and typographic forms
- › to gain an understanding of the challenges of type in an online environment
- › to learn the formatting of type in the primary programs
- › 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

3112 spring 2021 syllabus  
professor eric landes  
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office hours  
WF 12–1 pm

about this course:  
GRA 3112C 003  
typographic design lab 2  
4 credits | CRN 21491

PRE: GRA 2190C, GRA 2208C

AH 206 | WF 1–3:50pm

this is an in-person section with  
no remote option.

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 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}

typographic workbook	150 points
poster	100 points
one text, three variations	150 points
interactive newsletter	100 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.

{ course materials }

the following books and materials are suggested:

- > *Type Matters!* | Jim Williams, isbn: 978-1-8589-4567-5
- > a storage device - USB thumb drives are adequate, but portable HDs are more reliable.

## { other policies }

### 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/>

### Disability Policy

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/](http://www.fau.edu/sas/).

### Code of 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

## COURSE OUTLINE

01/12	intro to functional type   grid layout	03/09	SB – no class
01/14	grid layout critique   grid+space	03/11	SB – no class
01/19	grid+space critique   style	03/16	house style intro
01/21	style critique   scale+value	03/18	type quiz 4   individual research meetings
01/26	scale+value critique   intro to color	03/23	work day
01/28	review color meaning   color+type	03/25	type quiz 5   work day
02/02	color+type critique   intro to type   3 contexts	03/30	magazines due
02/04	work day	04/01	type quiz 6   online version
02/09	3 contexts due   styling headlines   type ID intro	04/06	work day
02/11	work day	04/08	type quiz 7   book series
02/16	headline critique   headlines 2	04/13	work day   online version due
02/18	type quiz 1   work day	04/15	type quiz 8   individual meetings
02/23	headlines 2 critique   pages	04/20	work day
02/25	type quiz 2   work day	04/22	type quiz 9   work day
03/02	work day	05/04	FINALS WEEK: type quiz 10   books due
03/04	type quiz 3   pages due		

