

Typography I

Spring 2012 / York College of Pennsylvania / Wolf 100, Mondays/Wednesdays 11am –1:30pm/ Professor Rodgers / office: Wolf 301 / voice: x1771 / e: mrodgers@ycp.edu

Required text

The Complete Typographer, 3rd Edition (Will Hill/Pearson)

Course description

This course teaches the terms and concepts needed to use type intelligently and effectively. Typographic anatomy, classification and measurement, as well as historical and technical aspects will be covered. Students will learn the rules of typographic usage, based on visual perception and will develop awareness of the history of typography and its effect on contemporary communication.

Criteria for grading

The final grade in this course will be determined by an average of the following: **exercise and project quality** (*concept, preliminaries, color, typography, graphics, media, craft*), **participation** in critiques and discussions, **written components** as required (*content and spelling*), **attendance at required events, blog postings** as required, a **presentation of research**, and a **written final exam**. Please refer to the current York College grading scale on the second page of this syllabus, for a detailed explanation of what level of work constitutes a particular grade point. Exercises and projects will be graded one full grade lower for each day they are late, including weekends.

Course Notes

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Attendance policy

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1/18 **Intro:** syllabus, course objectives
Read pages 8–21 for 1/23
Homework assignment (*due 1/25*)

1/23 **History**
Discussion of reading
Read pages 22–57 for 1/25

1/25 **Classification part 1**
Discussion of reading
Read pages 58–103 for 1/30
Homework assignment due

1/30 **Classification part 2**
Discussion of reading

2/01 **Letterform Anatomy**
Studio - exercise

2/06 **Letterforms**
Studio work - Fontstruct

2/08 *Studio work - Fontstruct*

2/13 *Studio work - Fontstruct*

2/15 *Studio work - Fontstruct*

2/20 *Studio work - Fontstruct*

2/22 *Fontstruct due - critique*

Read pages 104-135 for 3/05

2/27 **Break**

2/29 **Break**

3/05 **Using Type**

3/07 *Studio - exercise*

3/08 **Ellen Lupton Lecture**

7pm DeMeester Recital Hall
Attendance required

3/12 *Lecture response paper due*

Type Use - Studio

3/14 *Studio*

Read pages 136-159 for 3/19

3/19 **Type Use - Studio**

3/21 *Studio*

3/26 **Type Use - Studio**

3/28 *Studio*

4/02 **Type Use - Studio**

4/04 *Studio*

4/09 **Break**

4/11 *Studio*

4/16 **Type Use - Studio**

4/18 *Studio*

4/23 **Type Use - Studio**

4/25 *Studio*

4/30 **Presentations (Group 1)**

5/02 **Presentations (Group 2)**

5/09 **Final Exam***

10:15am–12:15pm, Wolf 100

*There will be no rescheduling or substitution of dates or times for the final exam, no matter what the reason. Plan ahead now... let your ride home know and plan your vacation accordingly.

About our blog

You will be required to contribute one image with accompanying commentary perweek as a part of this course. Find something you think is typographically interesting and share it with the group, be it a picture, a link, a reading... share and partake!

Posts are due every Thurs. (*that we have class*) by 10:30am

<http://ycptypeone.blogspot.com>

Typography at its best is a visual form of language linking timelessness and time.

Robert Bringhurst

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Homework assignment (*due 1/26*)

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Discussion of reading
Read pages 22–57 for 1/26

1/26 **Classification part 1**
Discussion of reading
Read pages 58–103 for 1/31
Homework assignment due

1/31 **Classification part 2**
Discussion of reading
2/02 **Letterform Anatomy**
Studio - exercise

2/07 **Letterforms**
Studio work - Fontstruct
2/09 Studio work - Fontstruct

2/14 Studio work - Fontstruct
2/16 Studio work - Fontstruct

2/21 Studio work - Fontstruct
2/23 Fontstruct due - critique
Read pages 104-135 for 3/06

2/28 **Break**
3/01 **Break**

3/06 **Using Type**
3/08 Studio - exercise
Ellen Lupton Lecture
7pm DeMeester Recital Hall
Attendance required

3/13 Lecture response paper due
Type Use - Studio
3/15 Studio
Read pages 136-159 for 3/20

3/20 **Type Use - Studio**
3/22 Studio

3/27 **Type Use - Studio**
3/29 Studio

4/03 **Type Use - Studio**
4/05 **Break**

4/10 **Type Use - Studio**
4/12 Studio

4/17 **Type Use - Studio**
4/19 Studio

4/24 **Type Use - Studio**
4/26 Studio

5/01 **Presentations (Group 1)**
5/03 **Presentations (Group 2)**

5/08 **Final Exam***
8:00–10:00am, Wolf 100
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1/18	Intro: syllabus, course objectives <i>Reading #1:</i> "The Politics of Ornament"	4/02	<i>"It's Digital" crit</i> "Experimental" assigned—due 5/02 <i>Reading #6:</i> "The Alphabet—A Critique"
1/23 1/25	Recap of the Rules <i>Studio:</i> "Something Truly Awful" due 2/02 <i>Reading #2:</i> "Honour"	4/04	<i>Studio:</i> "Experimental"
1/30	<i>Studio:</i> "Something Truly Wonderful" due 2/02	4/09	Break
2/01	"Wonderful/Awful" crit <i>Reading #3:</i> "Assembling Two Ikea Bookshelves" "My Favorite Dinner" assigned—due 2/16	4/11	<i>Studio:</i> "Experimental"
2/06 2/08	<i>Studio:</i> "My Favorite Dinner" <i>Studio:</i> "My Favorite Dinner"	4/16	<i>Studio:</i> "Experimental"
2/13 2/15	<i>Studio:</i> "My Favorite Dinner" "My Favorite Dinner" crit <i>Reading #4:</i> "Memory One: Photography" "Memory" assigned—due 3/20	4/18	<i>Studio:</i> "Experimental"
2/20 2/22	<i>Designer reports: round 1</i> <i>Designer reports: round 2</i>	4/23	<i>Studio:</i> "Experimental"
2/27 2/29	Break Break	4/25	<i>Studio:</i> "Experimental"
3/05 3/07 3/08	<i>Studio:</i> "Memory" <i>Studio:</i> "Memory" Ellen Lupton Lecture 7pm DeMeester Recital Hall/Wolf <i>Attendance required</i>	4/30	<i>Studio:</i> "Experimental"
3/12 3/14	<i>Studio:</i> "Memory" <i>Studio:</i> "Memory" "It's Digital" assigned—due 4/03 <i>Reading #5:</i> "Memory 2: Notes on aLife"	5/02	<i>Studio:</i> "Experimental"
3/19	"Memory One: Photography" crit <i>Studio:</i> "It's Digital!"	5/07*	Final Crits 8:00–10:00am, Wolf 100
3/21	<i>Studio:</i> "It's Digital!"		<i>*There will be no rescheduling or substitution of dates or times for the final crit, no matter what the reason. Plan ahead now... let your ride home know and plan your vacation accordingly.</i>
3/26 3/28	<i>Studio:</i> "It's Digital!" <i>Studio:</i> "It's Digital!"		About our blog You will be required to contribute two images with accompanying commentary per week as a part of this course. The first is to be some brief commentary on something typography related you've read that week, either from our text or from elsewhere (provide link as necessary). Second requirement is to post a photograph you took in the field of something you feel is typographically interesting and note where and when it was taken. Posts are due every Wed. (<i>that we have class</i>) by 10:30 am. http://ycptypetwo.blogspot.com

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Typography II

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Course description

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1/24 **Recap of the Rules**
1/26 *Studio: "Something Truly Awful"*
due 2/02
Reading #2: "Honour"

1/31 *Studio: "Something Truly Wonderful"*
due 2/02
2/02 "Wonderful/Awful" crit
Reading #3:
"Assembling Two Ikea Bookshelves"
"My Favorite Dinner" assigned–due 2/16

2/07 *Studio: "My Favorite Dinner"*
2/09 *Studio: "My Favorite Dinner"*

2/14 *Studio: "My Favorite Dinner"*
2/16 "My Favorite Dinner" crit
Reading #4: "Memory One: Photography"
"Memory" assigned–due 3/20

2/21 *Designer reports: round 1*
2/23 *Designer reports: round 2*

2/28 **Break**
3/01 **Break**

3/06 *Studio: "Memory"*
3/08 *Studio: "Memory"*
Ellen Lupton Lecture
7pm DeMeester Recital Hall/Wolf
Attendance required

3/13 *Studio: "Memory"*
3/15 *Studio: "Memory"*
"It's Digital" assigned–due 4/03
Reading #5: "Memory 2: Notes on aLife"

3/20 "Memory One: Photography" crit
Studio: "It's Digital!"
3/22 *Studio: "It's Digital!"*

3/27 *Studio: "It's Digital!"*
3/29 *Studio: "It's Digital!"*

4/03 *"It's Digital" crit*
"Experimental" assigned–due 5/02
Reading #6: "The Alphabet–A Critique"

4/05 **Break**

4/10 *Studio: "Experimental"*
4/12 *Studio: "Experimental"*

4/17 *Studio: "Experimental"*
4/19 *Studio: "Experimental"*

4/24 *Studio: "Experimental"*
4/26 *Studio: "Experimental"*

5/01 *Studio: "Experimental"*
5/03 *Studio: "Experimental"*

5/08* **Final Crits**
10:15am–12:15pm, Wolf 100

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Typographical design should perform optically what the speaker creates through voice and gesture of his thoughts.
El Lizzitsky

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Sophomore Portfolio Review

Spring 2012 / YCP / Wolf 102 / Tues. 5–5:50pm / Professors Fryar and Rodgers / offices: Wolf 318A and 301 / voice: x1752 and x1771 / e: rfryar@ycp.edu and mrodgers@ycp.edu

Course description

The Sophomore Portfolio Review* is held after successful completion of most Foundation Courses and is required of both Fine Arts majors and Graphic Design majors. The purpose of the review is to provide an opportunity for self-evaluation and professional evaluation, and assist and guide the student in identifying academic and career interests. Fine Art majors register for ART298 and Graphic Design majors register for ART299. A grade of “Pass” in this course is required to continue as a Fine Art or Graphic Design major. A grade of “Fail” will result in the student’s major being changed to Provisional Fine Art or Provisional Graphic Design, as applies. Provisional students must resubmit a portfolio to be readmitted to either major.

Class Outline

The class will meet together only on the first day of the semester. Each student will be assigned a review date during the semester (see the schedule, next column). Your work and artist statement (2 copies, please) must be displayed in room 102 before class time on the assigned date. You will not be present for the evaluation, so be sure your artist statement tells what you want us to know. Professors Rodgers and Fryar will review the posted work on the assigned Tuesday, and indicate a pass or fail grade for the semester at that time. A score of 60 points is required to pass the course. If you would like to discuss your evaluation in person, please set up an appointment with either professor during their office hours.

Artist’s Statement

As is often the case in the professional world, in this evaluation your artist statement will be the only introduction to your work. As such, you must be sure that it is honest, that it provides insight to your work, and that it avoids cliché. It must fit on a single 8 ½ x 11 sheet of paper. Here are some guidelines that may help:

- Describe the kind of work you have been doing since beginning your collegiate art studies from a genre, media and subject matter standpoint. Include personal work as well as coursework.
- What do you feel are your strengths and weaknesses, conceptually and technically?
- Who and/or what has influenced your work and process to date?
- Name 3 things you have learned about yourself as an artist since beginning college.

Review Schedule

Names and dates were chosen at random. If you cannot show on the date you are assigned, it is your responsibility to trade dates with another student and inform the professors immediately. Do not miss your review date for any reason or you *will* fail the class and you *will* be removed from the major.

For example, if you suddenly contract the avian flu and incur an absence, for which the Surgeon General of the United States of America writes you a compelling excuse note, and next to her signature you have thoughtfully included the stamp of a certified witness with a stellar reputation for honesty, who just happens to be a direct and trusted blood relative of both Professors Rodgers and Fryar, which verifies the authenticity of the worthy surgeon’s signature in triplicate, you are still likely to earn a failing grade in the class and you will be removed from the major.

On your assigned date, you must install your work and post your artist statement from 4:30-5:00 PM on the critique wall in room 102. Installation may not begin before 4:30, and the instructors will begin the review at exactly 5:00. You must retrieve your work between 6:00 that evening and 8:00 AM the next day. Work that has not been retrieved by that time may be discarded.

1/20	Intro: syllabus, course objectives <i>All students must attend</i>	3/20	Hart, Kriesmer, Campbell
1/24	Webb, Bernstein, Foehrkolb	3/27	May, Brown, Ran
1/31	DiVeglio, Berninger, Silverman	4/03	Wiede, Rico
2/07	Funk, Blosser, Monico	4/10	Stewart, Swartz
2/14	Dippel, Busch, Ruff	4/17	Anderson, Bauer
2/21	Chernuka, Owings	4/24	Arantowicz, Samuelson
3/06	Felch, Sturm Dahal	5/01	Salmon, Sload
3/13	Foster, Tonsel, McGee		

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York College Grading System

- 4 Excellent**
This grade denotes accomplishment that is *truly distinctive* and *decidedly outstanding*. It represents a high degree of attainment and is a grade that demands evidence of originality, independent work, an open and discriminating mind, and completeness and accuracy of knowledge, as well as an effective use of the knowledge.
- 3.5 Very Good**
This grade denotes mastery of the subject matter. It represents *very good achievement* in many aspects of the work, such as *initiative*, serious and determined *industry*, the *ability to organize* work, and the ability to *comprehend and retain subject matter* and to apply it to new problems and contexts.
- 3 Good**
This grade denotes *considerable understanding* of the subject matter. It represents a *strong grasp* and *clear understanding* of the subject matter and the ability to comprehend and retain course content.
- 2.5 Above Average**
This grade denotes *above average understanding* of the subject matter. It represents a good grasp of the subject matter and the ability to comprehend and retain course content.
- 2 Average**
This grade denotes *average understanding* of the subject matter. It represents the grade that may be expected of a student of normal ability who gives the work a *reasonable amount of time and effort*.
- 1 Below Average**
This grade denotes *below average understanding* of the subject matter. It represents *work that falls below the acceptable standard*.
- 0 Failure**
This grade denotes *inadequate understanding* of the subject matter. It signifies *an absence of meaningful engagement* with the subject matter and that the student is not capable of doing or understanding the work or *has made little or no effort* to do so.

Students With Disabilities

Students with disabilities will be responsible for coming to the Academic Advising Center at the beginning of the semester to pick up their memo of accommodation(s). The student is then also responsible to show the memo to each of their professors and discuss any questions or concerns.

Writing standards

Students enrolled in this course are expected to use literate and effective English in their speech and in their writing. All papers submitted must be well written; grades on written work (including examinations) will be based on expression as well as content. Students may be required to rewrite papers which are marred by errors in grammar, punctuation, spelling or organization.

Academic Integrity

York College's mission statement stipulates that strict adherence to principles of academic honesty is expected of all students. Therefore, academic dishonesty will not be tolerated at York College. Academic dishonesty refers to actions such as, but not limited to, cheating, plagiarism, fabricating research, falsifying academic documents, etc., and includes all situations where students make use of the work of others and claim such work as their own.*

When a faculty member believes a student has committed an act of academic dishonesty, the faculty member must inform the student in writing and then has ten business days from that written notification to the student to report the incident to the Dean of Academic Affairs and the Department Chair. Documentation related to instances of academic dishonesty will be kept on file in the student's permanent record. If the academic dishonesty is the student's first offense, the faculty member will have the discretion to decide on a suitable sanction up to a grade of o for the course. Students are not permitted to withdraw from a course in which they have been accused of academic dishonesty.

Students who believe they have been unjustly charged or sanctioned (in cases involving a first offense) must discuss the situation with the faculty member and have 10 business days thereafter to submit an appeal to Student Welfare Committee through the Dean of Academic Affairs. If an appeal is filed, the Student Welfare Committee will then conduct a hearing to review the charge and/or sanction. In cases of a first offense, the faculty member may request that the Student Welfare Committee conduct a hearing and decide on the sanction, which can involve academic suspension or dismissal from the College, if the faculty member believes the offense to be of an extremely egregious nature.

If the Dean of Academic Affairs determines that the academic dishonesty is the student's second offense, the Dean will provide written notification to the student, the faculty member, and the Department Chair. The Student Welfare Committee will automatically conduct a hearing to review the charge and decide on an appropriate sanction, which will involve academic suspension or dismissal from the College. Students who believe the Student Welfare Committee has unjustly sanctioned them may submit a written appeal to the Dean of Academic Affairs within 72 hours of receiving notification of the Student Welfare Committee's sanction.

* Use of imagery from the internet that is not public domain, paid for or creative commons licensed on final projects, without valid proof of such, will be considered plagiarism. Students who engage in this practice, and are unable to prove origin and/or payment and/or permission for usage, will be subject to the protocol for academic dishonesty described above. *Note:* This is a policy of Prof. Rodgers, in all of her classes, effective Spring 2011.