SYLLABUS

Course Title: Typography 2
15 weeks, 3 credits

Course Nbr / Sec Nbr: ART323 sec 801, Class nbr 56155
Meets: Monday and Wednesday 12:30 pm - 2:40 am
Building PSOA, Room 431

Course Nbr / Sec Nbr: ART323 sec 803, Class nbr 462318
Meets: Monday and Wednesday 8:00 am - 10:10 am
Building PSOA, Room 431

Instructor: Kim Beckmann

Contact Info: Email kbeckman@uwm.edu
Office PSOA #430A

Office Hrs: Monday and Wednesday 11 am-12 noon (Some days we have faculty meetings scheduled during this time.
Please try to make an appointment versus stopping by).
Appointments also available on request and preferred.

Course Prerequisite: A grade of B- or better in Art 321 Design and Visual Communication 1; minimum 3 cr Graphic Design
expanded studies (grade of C or better); not open to university special students.

Course Description: Typography 2 offers an advanced understanding of typographic conventions and standards (placement, order
or chronology, size, weight, leading or interline spacing, column width, alignment, style, orientation, and choice
of typeface) and the principles of legibility and readability affect visual communication in 2-d and 3-d mediums.
User experience will also play a role in how information is read, created, and understood. The conventions
and standards used are placed within context. Students are introduced to the interconnectedness of systems,
with particular focus on what those systems are, how contexts affect the production and interpretation of
typographic messages, how meaning is constructed, and structural and relational aspects of hierarchy.

Course Objectives: The coursework in Typography 2 will:
• Foster students’ working knowledge of visual, spatial and temporal strategies in designing effective
typographic information systems.
• Advance students’ understanding of the guiding principles of readability and legibility within 2-d and 3-d,
space as well as the user’s experience.
• Advance students’ applied competencies in typographic composition, using current industry standard
software programs.
• Advance students’ understanding of the relationship between typographic form and context in the
conveyance of information.
• Advance students’ understanding of message-making.
• Foster professional organizational and time-management skills.
• Advance students’ verbal articulation skills through the engagement of classroom discourse and formal presentations of their work.

Statement of Time Commitment:

Time in class: 4 hrs. per week for 15 weeks = approx. 60 hours

Time spent outside of class: 4 hrs. per week for 15 weeks = approx. 60 hours

Total estimated time: 120 hours (approx. 8 hrs. per week)

Required Texts:

• TYPOGRAPHIC SYSTEMS by Kimberly Elam

• THE ELEMENTS OF TYPOGRAPHIC STYLE by Robert Bringhurst

Required Software:

• Adobe Font Folio Educational Essentials (this was a required purchase for Intro to Design)

• Adobe CS6 or newer Master Collection

Software we will use: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and Adobe Font Folio

Required Online Resource:

Online software tutorials. Go to Lynda.com to register. Registration is FREE for all UWM students.

Required Professional Membership:

Tumblr.com Membership (FREE). We will be using Tumblr as an additional tool to document your creative process as well as an online critique space. You must post to Dropbox a link to your Tumblr site by Wednesday 25 January.

All students will post their research, all process work and their final solution to their Tumblr site. In addition, this same content must be represented in the process book that will be submitted with each final project. As part of class participation students are required to contribute to online critiques of peer work, share resources, and be a proactive member of the “Type 2” community of designers.

Evaluation Criteria:

See Attendance and Grading Policies. For additional University Policies affecting students please go to http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf

Overall Course Requirements:

• Students must have completed all the necessary prerequisites to qualify for admission into this class or to remain in this class.

• Students who demonstrate a lack of motivation in attendance and/or in completing their work on a timely basis will be asked to drop the class.

• Participation and Attendance: Class discussions, critiques, Q&A sessions with clients and guests are critical to creating growth within each student, therefore, participation and attendance are components of the final grade. (See, separate, Attendance and Grading Policy for details).

• Process Books: Each book is an intensive exercise used to explore the full potential one’s creative provenance to collect, explore, and document all ideas, research, inquiry and so forth.

• The following will not be a valid excuse for late or incomplete work: BACKUP YOUR WORK frequently. Use iCloud, One Drive, and an external hard drive. Always have MORE THAN ONE BACKUP. Keep it in a safe place! If you print out work in a school lab DO NOT wait until an hour or less before class to print. Plan for enough time to go to an outside vender if lab facilities are not working or accessible.
Types of Assignments: Readings, research, technical skill development, writing (critical reflections), verbal and visual presentations of in-process and completed work. All assignments are designed to build opportunities for students to confront challenges and realize solutions based on a broader and more generous understanding of typography and message-making within context. D2L, Tumblr and Lynda.com are online components of this course.

Process Books: A Process Book is a collection of your thoughts, notations, ideas, rough thumbnails, sketches, refinements, design permutations, and research for all class lectures, workshops and projects, comments from critiques for each project. It is 40% of your final project grade. You are required to create one process book for each assignment unless otherwise specified in the project brief. In addition, all process work and research must be posted to your Tumblr site.

The objective of a Process Book is to:
• Select appropriate tools and methodologies for design research;
• Demonstrate one’s thinking process (ideation, planning, reflection, and critical analysis);
• Document visual working/thinking processes;
• Develop and strengthen good listening and note-taking skills;
• Demonstrate your effectiveness in using design process;
• Strategically manage each phase of a project’s development and demonstrate how a diverse array of options can be evaluated and then acted upon or rejected in a time-efficient manner.

Critical Supplemental Documents to the Syllabus: The following additional documents serve as critical supplemental materials to syllabus. The syllabus cannot be separated from these documents. It is only through careful examination of ALL course materials that students can confidently understand the expectations of the course and their performance within it.

* Course Outline (a tentative overall course schedule provided in the syllabus)
* Selected Bibliography
* Evaluation Criteria (Grading and Attendance Policy and University Policies)
* Process Book and Class Blog Content and Evaluation Criteria
* Project Label Content and Evaluation Criteria
* Student Contract (A signed acknowledgement and agreement for the syllabus and above sited documents)
  • Spring 2017 Exam Schedule (link can also found on D2L/Content/Resources)
  • 2016-2018 Academic Calendar (link can also found on D2L/Content/Resources)

Semester Project Schedule: A detailed calendar is provided with each project brief.
Tentative Schedule

**Overview:**

**PROJECT 1:** Typographic Grid Systems, Axial
A series of posters examining ways in which the United Nations Universal Declaration of Human Rights 1948 Preamble and Articles can be conveyed and interpreted using an axial grid (January 25 – March 1)

* **OUTSIDE OF CLASS EXTRA CREDIT OPPORTUNITIES:** worth 1/2 pt. toward your final grade; students can select up to two opportunities.
1) **Design Talk by James Edmonson / AIGA-WI Guest Speaker / Location & Time TBA (†January 26)**
   Write a summary of the talk, 2 pages double spaced.
2) **Typography Workshop with James Edmonson, Independent type designer and freelance lettering artist based in San Francisco UWM Art 431 / Times TBA (†January 27)**
   Student must participate in one of the two workshops. Write summary of the workshop. How did the experience influence your design thinking? Include photographs of the workshop.

**Spring Break (March 19-26)**

3) **How Posters Work, Free public lecture by Ellen Lupton at MAM / Time TBA (†March 30)**
   Write a summary of the talk and how it has influenced your work, 2 pages double spaced.
4) **Milwaukee Art Museum, Exhibition: How Posters Work (†April 1 – June 25)**
   Select three works from the exhibition that you found particularly successful. Discuss how the poster commutes/design strategy, its target audience, and the context in which it was originally presented, 2-3 pages double spaced.

**PROJECT 2:** Typographic Grid Systems, Radial and Dilatational
A card series conveying stories of Migration, Diaspora, Gentrification (March 1 – April 5)

**PROJECT 3:** Discovering a New Species
An imaginative exploration of discovery, 3-D fabrication, and storytelling (April 5 – May 10)

**Last Day of Class (May 11)**

**Study Day (May 12)**

**Exam Schedule**
- 8:00 AM Class: Thursday 18 May, 7:30 - 9:30 AM
- 12:30 PM Class: Thursday 18 May, 12:30 - 2:30 PM

**Evaluation Criteria:** Evaluation is divided into three major categories of criteria totaling 100% of each assignment’s grade. As the student work is reviewed, faculty either mark excellent, good, satisfactory, unsatisfactory, unacceptable, or not applicable, depending upon how well the project meets each of the below criteria. Copies of the grading form are distributed to the student and the student’s file in order for an ongoing record to be kept and to allow the department and faculty to maintain a precise developmental record of the student and his/her performance.

* Process Category 40% of each project
  Subcategories include: research, concept, motivation, required reading and writing assignments
• Realization Category  40% of each project  
Subcategories include: communication, organization, color, drawing, typography, kinetic, craft, exercises and experiential labs  
• Professionalism Category  20% of each project  
Subcategories include: attendance, deadlines, verbal articulation, written articulation, visual articulation, participation  
• Up to a 1/2 pt. will be added to the final grade for completing two of the Outside of Class Extra Credit Opportunities listed in the syllabus.  
• By completing the Low Stakes Attendance Questions conducted at the start of every class session students will receive the following grade (see chart below) to be averaged in with all other grades for their final semester grade:  

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**Attendance Policy:**  
3 absences are allotted to accommodate the above mentioned situations.  

4 absences will result in lowering the student's final grade for the course 1/2 a letter grade for each subsequent absence.  

Tardiness is defined as not in the classroom when attendance is called or departing before the class has been formally dismissed by the instructor. Tardiness that exceeds one hour will be counted as an absence.  

2 late arrivals or early departures are equivalent to 1 absence.  

**The following link provides students access to various University policies affecting students:**  

Supplement to UWM FACULTY DOCUMENT NO. 1895, October 21, 1993.  
http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf  

Students with disabilities. Notice to these students should appear prominently in the syllabus so that special accommodations are provided in a timely manner.  
http://www.uwm.edu/Dept/DSAD/SAC/SACltr.pdf  

Religious Observances. Accommodations for absences due to religious observance should be noted.  
http://www.uwm.edu/Dept/SecU/acad%2Badmin_policies/S1.5.htm  

Students called to active military duty. Accommodations for absences due to call-up of reserves to active military duty should be noted.  
http://www4.uwm.edu/current_students/military_call_up.cfm
Incompletes. A notation of “incomplete” may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student’s control, has been unable to take or complete the final examination or to complete some limited amount of term work.
http://www.uwm.edu/Dept/SecU/acad%2Badmin_policies/S31.pdf

Discriminatory Conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff.
http://www.uwm.edu/Dept/SecU/acad%2Badmin_policies/S47.pdf

Academic Misconduct. Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University. You are responsible for the honest completion and representation of your work, for the appropriate citation of sources, and for the respect of others’ academic endeavors.
http://www.uwm.edu/Dept/OSL/DOS/conduct.html

Complaint Procedures. Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy.
http://www.uwm.edu/Dept/SecU/acad%2Badmin_policies/S49.7.htm

Grade Appeal Procedures. A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides or in the case of graduate students, the Graduate School. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School.
http://www.uwm.edu/Dept/SecU/acad%2Badmin_policies/S28.htm

Other. The final exam requirement, the final exam date requirement, etc.
http://www.uwm.edu/Dept/SecU/acad%2Badmin_policies/S22.htm
MATERIALS AND SUPPLIES
Between now and the end of the semester, you’ll need to spend between $100-$150 on supplies, materials, production services for this course (expense of books not included). Many of the supplies listed below you should already have in your “design arsenal.” Reminder, be sure to take advantage of student discounts that many art supply stores offer.

YOUR HEALTH
1 bottle of antibacterial hand sanitizer
Sanitizer/antibacterial hand wipes (for wiping down keyboards). Be sure that it is safe to use on your keyboard.

Organizer
1 Accordion File Folder
Notebook Folders (paper w/ metal prongs) for process books.

Digital
1-2 Jump Drives
External Hard Drive (You must backup your work)
Cloud-based backup sources / Example: One Drive (free to all UWM students)

Laptop computer (requirement for all DVC majors)

Software
Adobe Font Folio Educational Essentials
Adobe CS6 or newer Master Collection

Cutting Tools
X-acto knife and #11 X-acto replacement blades (typically best pricing is when you buy bulk)
Scissors (buy good quality)
Cutting mat (self-healing)

Rulers & Straight Edges
Printer’s Rule: inches/picas/points (brand: Schaedler Rule)
18” or larger cork-backed metal ruler
24” or 36” Steel T-square

Mounting Media
Spraymount (brand: Super 77 made by 3M) Can use outside vendors for dry-mounting
1 box of pushpins (long length; need for class critiques)
1 Hot Glue Gun w/ 5-10 glue sticks
1 tube of GEL Super Glue (you do not want the runny kind)

Erasers
Plastic Eraser

Writing/Drawing Utensils
Fine and Wide Tip Black Markers (brand: Sharpie)
Pencils: a wide selection of colored and mechanical for sketching.
Highlighter

Board and Paper
Bond Marker or Tracing Paper (11 in. x 14 in. minimum size)
Archival mat board or foam board (all-black). Please wait to purchase boards for mounting final projects.

1 (200 pack) Unlined white index cards
13-Pack of 3 in. X 3 in. sticky notes

Imaging Sources
Any library, your own: photography, drawing, 3D modeling, collage, hand lettering, illustration, etc. Note: all sources must be appropriately documented in each process book following MLA Guidelines.

Misc. Supplies
Items from junk drawers for swap meet and to fabricate a critterbot. Items needed for project 3 will be discussed fully the first day of class.

Printing*
On Campus
- DVC Output Lab
- Bolton 225
- Library Learning Commons
- Union W199
- Sandburg C280 (24 hrs for Sandburg residents)

Off Campus (a sampling of suggestions)
- Digital Edge
- Digi Copy
- FedEx/Kinkos
- Office Depot
- Zno (layflat flush mount photo albums)
- Lulu (books)
- Blurb (books)
- Chatbooks (books)
- Parabo Press (cards)
- Moo (assortment of printing capabilities)
- Overnight Prints (postcards)

3D Fabrication*
On Campus
- SARUP Shop/ Rapid Prototyping Labs

* When using outside vendors or campus labs it is the responsibility of the student to investigate hours of operation, vendor requirements, and turn-around time to ensure class project deadlines can be met. This may mean adjusting your production schedule so the project deadline can be met.