Course Title: Typography 2  
15 weeks, 3 credits

Course Nbr / Sec Nbr: ART323 sec 801, 802
Meets: Tuesday / Thursday  
(801) 8:00 am - 10:30 am  
(802) 11:00 am – 1:30 pm  
Building PSOA, Room 431

Instructor: Adream Blair

Contact Info: Email: blaira@uwm.edu  
Office PSOA #430B

Office Hrs: 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 (placement, order or chronology, size, weight, leading or interline spacing, column width, alignment, style, orientation, and choice of typeface), principles of legibility and readability, reader interpretation and context for the conveyance of meaning. Over the course of the semester students work on developing skills in using typographic systems of organization (axial, radial, dilatational, and grid) to present information, how to combine structures, and how to create variations of a structure. The appropriate use of organizational techniques to achieve clear and effective communication will be examined.

The coursework affords students the opportunity to expand their ability to assess and design for new situations, new technologies, and new reading environments. Projects are designed to sensitize students to contextual factors that will continue to challenge and confront them as their careers unfold. The goal is to develop professional tools to respond imaginatively to any set of parameters and to innovate — the vital driving force behind any discipline.

Project themes may include: type created by information, type as information, type as a filter for information, and type as relational to a space or place. Within each project a range of typographic subjects will be addressed which may include, but are not limited to: cultural systems, evolving systems, denotation and connotation, contexts (the reader, the initiator, the artifact and delivery), relational form, dynamic relationships, hierarchy and structure, relational hierarchy, typographic messages (content and function, role and expression, style, voice). **In depth research for each project is expected and is a critical component of this course.**

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:**

- *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](http://www.lynda.com) to register. Registration is FREE for all UWM students.

**Required Professional Membership:**

[Tumblr.com Membership (FREE)](http://www.tumblr.com). 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 Thursday 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](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 vendor 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)
Semester Project
Schedule: A detailed calendar is provided with each project brief.

Tentative Schedule Overview:

PROJECT 1: Typographic Grid Systems, Axial, Radial, Dilatational
A short trade book (blurb) and poster examining ways in which the United Nations Universal Declaration of Human Rights 1948 Preamble and Articles can be conveyed and interpreted using the above grids January 22 through February 15 (5 weeks total).

PROJECT 2: Digital Shorts and Hand-On exercises.
You will be creating a series of Digital and non-Digital 1-2 week assignments to begin addressing digital typography. They include 1) Animated Gif Typographic Short. 2) Exploration of Type on Screen creating applications. 3) Physical Construction of a single letterform where you explore interactivity in a physical sense. 4) Short type animations. February 18 through April 7. (7 weeks total).

Spring Break (March 16-24)

Kenilworth Open Studios (DATE TBD) includes an exhibition of Typography 2 student work 3rd floor KSE.

PROJECT 3: Digital Poster project.
A final project that works with the idea of information graphics and “digital poster” content to be determined later in the semester. (April 7 – May 9)

Last Day of Class (May 9)

Study Day (May 10)

Final Exam

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

Evaluation Criteria
(Continued):

- **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 stated situations above.

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/Depo/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
Laptop computer (requirement for all DVC majors)

Software
Adobe CC Master Collection

Cutting Tools
X-acto knife and #11 X-acto replacement blades
Scissors (buy good quality)
Cutting mat (self-healing)

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

Mounting Media
Spraymount (brand: Super 77 made by 3M)

Erasers
Plastic Eraser

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

Board and Paper
Bond Marker or Tracing Paper (11 in. x 14 in. minimum size)

Imaging Sources
Any library, your own: photography, drawing, 3D modeling, collage, hand lettering, illustration, etc. Note: all sources MLA

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, vender 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.