School of Visual Arts
GDD3527-H
Designing with Typography

Course Syllabus
Wednesday 6:00 PM to 8:50 PM
Fall Term 2003: 3 September - 10 December 2003
Professor: Layla Keramat
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In this course we will learn to explore, discover, analyze and master typography. We will learn to visually communicate utilizing the energy that creates emotional expression and organizing text to yield a structural hierarchy. We will learn how to make type choices based on rational creative processes as well as through intuitive self-expressive desires and trends.

We will:
A. challenge our own work and the work practiced in our environment.
B. learn how to present and discuss our decisions within the group, and
C. help develop and support fellow student's assignments with constructive criticism.

There will be a homework assignment every week to be presented in completed form. Students will be utilizing the computer and executing most assignments in Quark, Illustrator and Photoshop. Yes, Quark — Quark is still the standard layout software in the publishing industry.
You are asked to keep your eyes open at all times, collecting and bringing samples of what one considers good and bad examples of work as we travel through each session theme.

Students must attend all classes and be present throughout the session. Classes begin on time and lateness will result in an "absence" in the attendance record. Note: SVA policy regarding attendance.

During the first semester, the following themes will be covered:

Origins and History
History of type and journey through manuscript, metal, film and digital glossary of terms and type classifications.

Hierarchy
Organizing content whether it is a tracklisting on the reverse cover of a cd or train schedules. Measuring type and developing a hierarchical structure.

Grids & Proportions
Develop systems inhabiting type in editorial environment, books, menus and signage.

Usage
Type in logo mark solutions, corporate identity systems for letterheads and restaurants. Type on screen, mechanics of web, graphic user interface, and print.

Design/Type Systems
Type on packaging and extension of packaging systems.

Format of Final Project:
Term project will be a 8 x 8 inch handmade book. Each project's development will be documented with a photograph of the final design.

Postings, Downloads & Resources
Are available at:
www.geocities.com/layla_keramat/sva.html
contact information for fellow students will also be available as occasionally you will be working in teams.

Grading
Class participation is mandatory. Absence of three or more classes, tardiness or incomplete assignments will result in failure. Your are expected to verbally participate in classroom discussion. I will encourage and expect you to develop verbal communication skills.

It is your responsibility to come to class with complete and presentable work with great attention to detail.

Requirements for a passing grade (C+)
Attendance
Homework complete
Classroom Participation
Understanding typographic basics and principles of specifying (spec-ing) typography.
Ability to understand design concepts and executing a finished composition

Additional requirements for a good grade (B-, B)
Extra work effort
Enthusiastic participation and presentation
Growth
Talent
Skill

Additional requirements for top grade (A, A-, B+)

Exceptional talent
Typographic skill
Excellent design sense
Excellent communication skills
Interest in conceptual ideas about communication
Worthy of advance recognitions
Interest in complex design challenges
Production of professional, client quality art
Interest and a LOVE for all things typography!

Requirements:
Materials (bring to every class)

Notebook/sketchbook –the european red one's from Kate's Paperie for $1.95. Branch locations are on Broadway between Prince and Spring Street and 13th Street west of 5th Avenue.
Note taking during class/critiquing, referencing to last weeks "areas of improvement", as well as sketch/idea/thumbnail referencing during presentations will be instrumental for student development. This should all happen in this "little red book". Please make sure you will have this book with you in every class.

Moore Aluminum Push-pins – 3/100. 3/8 inch steel point 1/2 inch aluminum head. Assignments are expected to be posted on the boards at the beginning of every class.

Materials (keep at home)

Bone fold and **1/4 inch aluminum screw posts** (you'll need 3 to 5 and since they come in 10s, you can share a pack). Available at Talas: 568 Broadway, 2nd Floor (corner of Prince Street), New York, NY 10012. Telephone 212.219.0735.
www.talasonline.com.
Cutting matt
Cutter (no bend-able/flexible blade – retractable type where you snap off piece of blade)
Optional: **Jade Glue** and **glue brush**.

Computer Equipment

Almost all assignments are to be executed on a computer. You will need to access a computer with quark, illustrator and photoshop. Also, availability of fonts are your responsibility. Printing is your responsibility.

Occasionally you will need a digital camera – if you don't have one, SVA provides excellent equipment you may check out.

Books

Typography – An Encyclopedic Survey of Type Design and Techniques throughout History by Friedrich Friedl, Nicolaus Ott and Bernard Stein. ISBN 1-57912-023-7 - available at The Strand, 828 Broadway (corner of 12th street) NY, N.Y. 10003. Tel: (212) 473-1452. Hours: Mon-Sat 9:30-10:30, Sun. 11-10:30. Directions: Take the N, R, 4, 5, 6, L train to Union Square. Walk two blocks South to 12th Street – the have brand new Typography Encyclopedia for $17 and change. http://www.art-book.com/strandbookstore.html

The Elements of Typographic Style by Robert Bringhurst. ISBN 0-88179-132-6. $ 25 at any book store.

Recommended Reading:

Pioneer Swiss Graphic Design by Josef Müller-Brockman
20th Century Type by Lewis Blackwell
Grid Systems in Graphic Design by Josef Müller-Brockman
Pioneer Swiss Graphic Design by Josef Müller Brockman
The Thames and Hudson Manual of Typography by Ruari McLean
Ogilvy on Advertising by David Ogilvy

Guest Speakers

Johan Allerbring - "How the business side of design should be organized"
Karen Bellin - "Type on screen and web site development".
- and more...

Enjoy the year with me and let me know what you would like to see in your portfolios by the end of the year.
Thanks.
-Layla