TYPOGRAPHY I

ART 141-01A • TR 1630 - 1920 • AT 254 • FALL • CAPPS

PREREQUISITE
ART 140, Introduction to Graphic Skills

TEXTS
Writing—the Story of Alphabets & Scripts by Georges Jean, Abrams (recommended)
Illustrator 8 Visual Quickstart Guide by Weinmann and Lourekas, Peachpit Press, strongly recommended.

REFERENCE
@Issue (periodical published by Potlatch Corporation) Corporate Design Foundation: http://www.cdf.org for a complimentary subscription
Critique Magazine: www.critiquemag.com or 888.274.CRIT (to subscribe at student rates: $44)
The Grid by Allen Hurlbert, published by Van Nostrand Rienhold
Herb Lubalin by Snyder and Peckolick, American Showcase

CONTENT
Typography is the study of letterforms and their effective applications as graphic design elements. This generally happens in two fundamental ways: (1) design based exclusively on typography, and (2) type combined with image. It is essential for the designer to have a solid foundation in typography and a working knowledge of typographic principles and practice.

OBJECTIVES
The following aspects will be included:
(1) concept - exploration and use of type as a design approach.
Students will be expected to use their imaginations to create original solutions to a variety of studio problems.
(2) execution - development of the studio skills—both traditional and computer—needed to execute type designs in a professional manner.
(3) technique - basic understanding of measurement and production systems specific to typography.
(4) history - evolution of type through history and its importance to the designer.
(5) vocabulary - study of terminology specific to the subject.
(Computer terminology will be included.)
(6) analysis - understanding the “appropriateness” and effectiveness of type applications.
(7) overall professionalism.

In addition to studio projects, the course will include reading assignments, lectures, quizzes and exams. Beginning with the study of a single letter, a step-by-step progression will include letter spacing, the anatomy of a word, a line of type, a sentence. Combinations of display and text will be incorporated into design form. Additional projects will relate type to other graphic elements such as photographs and illustrations. Design projects based totally on typography will be included. The production/execution stage of several projects will involve use of the Macintosh lab.
The basics of type measurement and copyfitting will be covered, though more detailed study of these topics will be presented in Typography II. Assignments will be included which will include professional portfolio work.

**DESIGN PROCESS**

The design process is a form of problem solving—a means of achieving a specific objective. Students are expected to work within limitations to achieve the most successful solution. The following five steps should be generally followed, depending upon the parameters of the problem:

- Problem Definition
- Information Gathering
- Idea Finding
- Solution Finding
- Implementation

**PROJECTS**

The Letter
The Word (letter spacing)
The Line (word spacing)
Line Breaks (the rag)
The paragraph (line spacing and paragraph styling)
Indicating Display Type and Text
Letterform Repetition
Typographic Joinery
Type Analogy (optional)
Type/Image Relationship (layout)
The Page
The Grid

**READING ASSIGNMENTS**

<table>
<thead>
<tr>
<th>Date</th>
<th>Reading Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 5</td>
<td>Read review and begin to use as reference, Pages 1 - 24: The Evolution of Typography</td>
</tr>
<tr>
<td>September 12</td>
<td>Page 25, Introduction to Anatomy of Typography and Pages 26 - Page 28, Letterforms Analyzed</td>
</tr>
<tr>
<td>September 19</td>
<td>Page 29 - 31, The Typographic Font and Pages 32 - 35, Basic Classification of Typefaces</td>
</tr>
<tr>
<td>September 26</td>
<td>Pages 36 - 38, Typographic Measurement</td>
</tr>
<tr>
<td>October 3</td>
<td>Pages 39 - 42, The Type Family</td>
</tr>
<tr>
<td>General</td>
<td>Chapter 8, Pages 155 - 255, Type Specimens. (This section will be used as a reference and work book.)</td>
</tr>
<tr>
<td>Glossary</td>
<td>For reference and learning terminology, Pages 256 - 263</td>
</tr>
</tbody>
</table>

**SUPPLIES**

NOTEBOOK (and use it) !!!!!
Drawing board and related equipment and supplies from Introduction to Graphic Skills Class
1/4" Grid pad
ZIP disk

**GRADING POLICY**

Grades on studio projects will be based on:
(1) the degree of originality in solving problems
(2) the precision of execution
(3) Roughs count 20% of the grade for a studio project. All students are expected to complete the thumbnails, roughs (and/or other preliminary stages as assigned) according to deadlines. The instructor keeps a record of students’ compliance with all deadlines. Grades on studio projects will be combined with grades on quizzes and exams for the final grade. (Project grades will count 3/4 and combined test grades 1/4.) (Quizzes will count 1/4 in relation to exams, which will count 3/4.) Other factors affecting the final grade will be: interpreting instructions in a logical manner; organizational skills, research and development, presentation, class participation, vocabulary development, overall professionalism. Students may “redo” projects on a limited basis for grade improvement before the end of the semester. If a project is redone, both versions, clearly marked, must be turned in by at least two weeks before the last day of class.

GENERAL CLASS POLICY

Students are expected to attend classes regularly and on time. Refer to Program Attendance Policy on the following pages. If it is necessary to be absent because of an emergency, the student is responsible for contacting the instructor and reporting the reason for the absence before the beginning time of the class meeting. Information from any classes missed should be obtained from a fellow student and makeup work turned in as soon as possible.

Students are expected to attend and participate in all critiques. An important function of the critique is to have an exchange of opinions. To be completely fair to all students, all projects should be critiqued during the same class period. A student who does not appear on a critique day, and has no excuse for being absent is subject to receive a zero grade for the project.

While time will be allocated for studio projects in class, students should budget from six to ten hours per week to work on projects outside the class.

Good studio habits will be a consideration of the class. Students will be expected to have studio equipment and supplies at every class as needed.

Breaks are routine on most days. Please take your break at the appointed time and return on time. Frequently, a new stage of a project will be discussed immediately following break.

CONTACT INFORMATION
Office Room Number: 251
Phone: 845-6239
Email: nvcappj@nv.cc.va.us
Website: nv.cc.va.us/home/jcapps

OFFICE HOURS
Do not hesitate to ask questions about anything you do not understand. If you need to talk to me privately, please make an appointment (24 hours in advance if possible) to be scheduled during my office hours. If it is not possible to arrange a meeting during my office hours, I will make other arrangements.
Scheduled Offices Hours for Spring, 2000
PARKING FALL 2000

Parking permits are delayed as of the beginning of the semester. The grace period for student parking has been extended until September 11.

HOLIDAYS AND NON-INSTRUCTIONAL DAYS

Labor Day, September 3-4, 2000
Thanksgiving Holidays, November 23-26, 2000
Non-instructional Days (no classes), October 9-10 and November 22, 2000

COLLEGE HOMEPAGE

http://www.nv.cc.va.us/

DIVISION HOMEPAGE

http://www.nv.cc.va.us/alexandria/visual/

WRITING ASSISTANCE

For free personalized help on writing assistance call or stop by the Writing Assistance Center. Bisdorf Building, Room 340 or contact Martha Kreiner, the Center Coordinator: mkreiner@nv.cc.va.us. Website address: http://www.nv.cc.va.us/Alexandria/LRC

COMMUNICATION DESIGN PROGRAM POLICY

The following policy is based on academic and professional standards formulated by the Alexandria Campus Communication Design Program faculty for orderly and consistent performance in the classroom. This policy is for use by all Communication Design Program faculty and lecturers.

ATTENDANCE: More than three absences in a class that meets twice a week will be grounds for a drop in final letter grade. More than five absences will be grounds for an "F" (fail) or an "R" (repeat) in the final grade. Chronic lateness will be construed as being absent. Leaving before class is dismissed will also be construed as being absent. The instructor will announce breaks and students will be expected to return to the classroom at the specified time.

ABOUT THE "W": Withdrawal (no grade point credit). A grade of withdrawal (W) is awarded if you withdraw or are withdrawn from a course after the add/drop period but prior to the completion of 60% of the session. After that time, you will receive a grade of failure (F) except under mitigating circumstances, which must be documented on the NVCC 125-47 form. This documentation will be retained electronically. See "Withdrawal From a Course" in the 2000/2001 NVCC Catalog, page 19, Item 4.

PREREQUISITES: Prerequisites to classes will be honored consistently except in certain limited individual situations as follows:
1. Transfer credits from an accredited college will be accepted provided the student shows a portfolio of the work which is judged acceptable by the student's faculty advisor.
2. When students have been working in the profession, certain courses may be waived, depending on the judgment of the Communication Design Faculty. In this situation, a student must still earn the necessary number of credits in approved courses to earn a degree.
FACILITIES: Students will respect the classroom and lab facilities and help to keep areas clean and orderly when they have finished working.

CAMPUS POLICY: SPECIAL NEEDS AND ACCOMMODATIONS

You are responsible for notifying your faculty member of any disability that requires accommodation in order to meet your educational goals. A Disability Data Sheet form must be presented to verify the disability, documenting both strengths/non-strengths and educational accommodations that may be used in the class. If you do not have this form, have questions about the process, or need more specific information, please stop by Room AA 148 in the Bisdorf Building or call 703.845.6477/6208 and speak to the counselors for special needs. You are not required to participate, for it is strictly voluntary as outlined in Title V. However, the college cannot provide accommodations for a disability before first obtaining a verification of your disability through this process.

CAMPUS POLICY: THE LEARNING ENVIRONMENT

The Alexandria Campus is committed to providing a positive learning environment in which students of all ages and backgrounds can learn together in a setting that encourages the free exchange of ideas and information. To accomplish this goal, the members of the Alexandria Campus Council have established the following expectations for learning.

1. All backgrounds and cultures are respected.
2. During class discussions, everyone feels welcome to participate and a free exchange of ideas takes place.
3. All members of the class arrive on time and leave the class only on breaks or in case of emergency.
4. Distractions are kept to a minimum. Cell phones and other electronic devices are turned off in class, labs and library. Students remain seated throughout the class and refrain from talking with classmates while another class member or instructor has the floor.
5. Each student turns in work that is his or her own.
6. Consideration is always given to other classes that are taking place in adjoining classrooms.
7. At the end of a class, the members of the class and the instructor leave the classroom in good condition so that the next class can begin without disruption.

COMPUTER LAB POLICIES

(Revised 8/17/00)

Copying of software applications or any other materials from the computers is illegal. It will not be tolerated. Any attempt will be met with disciplinary action.

Computer lab policies are to be followed by all faculty, staff and students interacting with these facilities. This is a teaching lab, and it is structured so that all computers work in the same way. Any interference with the computer systems folders create problems for others using them. For this reason, changing ANYTHING in the system folders of these computers will be considered an abuse of the labs. YOU RISK LOSING YOUR LAB PRIVILEGES.

Individuals will regard the labs and their contents as irreplaceable and treat them accordingly.
Nothing is to be installed, removed or plugged in to any computer without the assistance of a faculty member or the instructional assistant.

DO NOT move a computer or monitor nor change settings on hardware. Hardware is extremely fragile and carefully wired.

Copying of software, applications or any other materials from the computers is illegal. Any attempt will be met with disciplinary action.

No food or beverages are ever allowed in the labs at any time. Smoking is prohibited in the Tyler Building.

ZIP disks are to be purchased by the student as needed. All ZIP disks must be Macintosh Formatted and are to be only inserted into the ZIP Drives (the bookstore carries individual ZIP disks).

Students may use the computer labs only while the facilities are supervised.

Open Lab privileges are extended only to those students registered for one or more of the Division computer/computer module classes during the current semester. Open lab times will be posted on the outside of each lab (rooms 119 and 140) as soon as possible after the first week of classes. All computers are available on a first come, first served basis. Students must sign in to the open lab they are attending, and include the computer number on which they will be working.

No work other than assigned class work is permitted under any circumstance at any time. (eg: freelance, personal, etc.)

Printers are to be used for class projects only. DO NOT, under any circumstance, print Web Pages from the Internet.

G4's: no floppy disks can be inserted on these computers. See your faculty member for instructions. If using a PC at home, ask for instructions to transfer documents between home and college.

Questions concerning lab policies or procedures may be discussed with the lab coordinator, Nancy Gleeson, or the Lab Technician, Judith Keats.

Lab phone number: 703.845.6018
Nancy Gleeson: nvgleen@nv.cc.va.us
Judith Keats: jkeats@nv.cc.va.us