

DES 225 : HISTORY & DESIGN OF TYPOGRAPHY

DESCRIPTION / COURSE OBJECTIVES*

Typography History & Design through application of principles, practices, skills, and work-flows. The objectives and outcomes of the course include but are not limited to:

1. The ability to solve communication problems by developing **typographic skill-sets**: problem identification, research and documentation strategies, analysis and iteration techniques, prototyping, testing, and constructive critique of outcomes.
2. The ability to create and develop visual forms in response to communication problems, including an understanding of **typographic principles** of visual organization/composition, information hierarchy, symbolic representation, aesthetics, and the construction of meaningful imagery with type.
3. An understanding of essential industry **tools and technologies**, including their roles in the creation, reproduction, and distribution of visual messages. Tools and technologies include, but are not limited to, drawing, offset printing, photography, on-demand object printing, time-based and interactive media, and emerging methods of reproduction.
4. To learn to **define, describe, and respond** to audiences and contexts, which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape all design decisions.
5. An understanding of **basic work-flow practices**, including the ability to organize design projects in order to work productively and communicate with clients and vendors using **design vocabulary**.

This course seeks to familiarize students with the Graphic Design field in general and assign hands-on experience with the creation and design of communications projects. While learning professional-level software applications, students will develop their aesthetic values, conceptual, critical skills as media creators and producers.

This process will prepare students for further studies by providing a basic understanding of the design process as applied to graphic design. Throughout the course, the instructor will lecture/workshops on key concepts and techniques to support on-going project work.

Upon completion of this course, students will have:

1. Greater awareness of relevant criteria for typographic and imagery decisions across design systems; in particular, heightened understanding of and appreciation for the designer's role as editor and/or author of visual communications.
2. More playful, meaningful and appropriate explorations in knowing, thinking about, and usage of conceptual, contextual and communication problems in design in general and typographic design and image design specifically.
3. Greater control and more effective use of typography and image in context with each other, with emphasis on how each alters the dynamics of the other and the whole.
4. Clearer and more articulate criticism in knowing, thinking about, and usage of design in general and typographic design and image design specifically.
5. Engaged in substantive dialogue, actively listen and contribute to exchanges of ideas.
6. Greater control and more effective use of general design tools as well as specific typographic design and image design tools.
7. Greater knowledge of, and appreciation of the constraints of the course, projects, and the student's time.

* Adapted from a briefing paper produced by the American Institute of Graphic Arts (AIGA) and the National Association of Schools of Art and Design (NASAD) on standards and guidelines for graphic design education.

Final project : Vote 2016

We are all collectors in our own way and right. What have you "experienced" in this past political season? Put your politics aside and create an exhibition that tells the story of the season for future generations and voters. There have been a lot of messages and typography floating in front of your eyes.

Handouts and Blackboard will provide background and support of all processes for this major final project.

Briefly, the project entails the following:

- Choose a position for creating and producing an exhibition based on the theme Vote 2016 using a wide range of media representative of the Presidential Election.
- To begin, draft an abstract (synopsis) which outlines your concept.
- The collection can take a variety of approaches. You decide the proportion of text to imagery:
- Journalistic (using media of all types), artifacts/memorabilia (using objects of all types), measurements (using found statistics, but be sure to check them), and imagery (use photography AND TYPOGRAPHY. The artifacts you collect will be curated for an exhibit at the New Britain Museum of Art (you can take images at this amazing and close resource).
- The promotional objects to be designed are posters, exhibition catalog (printed on-demand), website graphics, experiential graphics. You may curate or create original imagery and will write the catalog case statement as well as the captions and details for imagery used.

This project will be produced in and outside of class. Your work must be developed and presented at each benchmark date provided.

Due: December 13

October 25 | WEEK 9 THE DISORDER OF THINGS

Presentation: Chapter 6 keynote

Due for Critique: Assignment #2: Poster/signage/space series of 4 formats.

Due: Pick-a-prompt: p. 187 class participation #4

Reading: *Typography: Graphic Design in Context* (p.222-256)

Vocabulary Primer: *Typography: Graphic Design in Context* (p.224-227)

November 1 | WEEK 10 VOTE 2016

Ongoing studio time and individual meetings for feedback.

Benchmark #1 deliverables announced.

November 8 | WEEK 11 VOTE 2016

Ongoing studio time.

Benchmark #2 deliverables announced.

Due: Benchmark #1 deliverables (to be determined).

November 15 | WEEK 12 VOTE 2016

Ongoing studio time.

Benchmark #3 deliverables announced.

Due: Benchmark #2 deliverables (to be determined).

November 22 | WEEK 13 VOTE 2016

Ongoing studio time.

Due: Benchmark #3 deliverables (to be determined).

November 29 | WEEK 14 VOTE 2016

Uploads to on-demand publisher. MANDATORY CLASS.

December 6 | WEEK 15 VOTE 2016

Individual conferences. Individual meetings; bring all projects.

Times to be determined.

December 13 | WEEK 16 VOTE 2016

Final mandatory presentation during EXAM TIME.