

CENTER FOR INNOVATIVE TECHNOLOGIES
MASTER COURSE DOCUMENT

GRD 150 Design Concepts: Typography

Course Description: A course on the use of typography as a design element in short-form and long-form applications. Topics include: typography as image, and anatomy of type.

Prerequisites(s): GRD 110, ENG 101 (minimum grade C for both) **Corequisite(s):** No corequisite

Lecture Hours: 2	Lab Hours: 3	Credit Hours: 3
Lab Fee: 105	Supplemental Fee: 0	Purpose:
<input type="checkbox"/> Transfer Assurance Guide Course (TAG)	<input type="checkbox"/> Transfer Module Course (TM)	
Course Format: Lec/Lab		Grading: A/B/C/F/I
Delivery Method: <input type="checkbox"/> Web <input type="checkbox"/> Hybrid <input type="checkbox"/> Classroom		
Semesters Offered: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Summer		

Course Primary Text:

Title: <i>Type Rules!</i>	Edition: 4th
Author(s): Ilene Strizver	
Publisher: Wiley	

Supplemental Materials:

Flash drive or external hard drive for saving/transporting work
Materials to print and mount design work

Course Outcomes:

This course is a portfolio-building course, which focuses on the nomenclature of typography, the classifications of typography, making typographic choices, and the design of type-heavy layouts. The course will contain regular projects, as well as, shorter “shotgun projects” that will be assigned bi-weekly to get students accustomed to juggling multiple projects; a challenge they will encounter when working in the design field.

Course Topics:

Week 1	Project 1: Abecedary Animals Assignment Parameters: Explore the creative use of type as a graphic with two original pieces of typographic art, creating an object using all of the letters in the name of the object at least once, and no other letters or shapes. Somewhere in the piece, the name of the object must be included.
Week 2	Project 2 : Propaganda Assignment Parameters: Use typography in an attempt to influence opinions in both directions of a controversial or political topic. Pick a controversial subject and create two 11”x17” posters of opposing viewpoints. The first should take a strong stance on one side of the argument, using tactics to persuade the audience to agree. The second should take a strong stance on the opposing side and persuade the audience equally as strong.

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Week 3	Continue work on Project 2---Honey Logo Shotgun Project
Week 4	<p>Project 3 : Logo Type</p> <p>Assignment Parameters:</p> <p>Create an interesting logo with an original typeface you create. Create a name to use as a springboard to “start your own company.” You must decide your company’s mission, its target audience, and its major competitors, then write a paper explaining the above. After you’ve decided these things, start by sketching logotypes. You’ll create a logotype, a logo consisting only of letters, with minimal imagery, for your new start-up. The logo must contain at least four characters!</p>
Week 5	Continue Work on Project 3—Cut and Paste Layout Shotgun Project
Week 6	<p>Project 4 : Typographer</p> <p>Assignment Parameters:</p> <p>Research a typeface from the list below then design a panel that displays both information about the typographer, as well as the typeface and its attributes. The poster should be 11”x17”, consisting of two sides and can be portrait or landscape. One side can be largely decorative and one can be largely informational. Your first objective is to do the necessary research to learn about your typeface. Things to think about are it’s structure and what makes it an important typeface historically. Also, learn about the “anatomy” of the type and what makes it distinct. Then design a “panel” that displays your findings.</p> <p>Typefaces:</p> <p>Caslon, Bodoni, Goudy, Garamond, Bembo, Gill Sans, Times, Optima, Futura, Helvetica, Univers</p>
Week 7	Research for project 4—Daily Grind Layout Shotgun Project
Week 8	Continue work on Project 4---Fender Jaguar Poster Shotgun Project
Week 9	<p>Project 5 : Designer</p> <p>Assignment Parameters:</p> <p>Research a Designer from the list then design a 4”x16” accordian fold display that is inspired by the style of the designer. Each student will choose one of the designers to research. Your first objective is to do the necessary research to learn about your designer. Next, you want learn about the design techniques of this designer. What were they doing, what effect did the techniques have, why were they distinct for the time, etc?</p>
Week 10	Research for project 5—Book Cover Shotgun Project
Week 11	Continue work on Project 5
Week 12	<p>Project 6 : Downtown</p> <p>Assignment Parameters:</p> <p>Photograph a distinct area of the city—edit and layout the photos in such a way that the photographs have been abstracted—don’t just show a straight on photo of the part of town. By abstracting the images attempt to give the “feel” of that part of town, while not showing the full picture; for example a part of town that has very distinct street lights—emphasize that recognizable attribute. Lastly, apply an appropriate typeface that supports your design choices on the rest of the poster and helps to identify the feel of this neighborhood.</p>
Week 13	Research for project 6—Rework of previous work Shotgun Project
Week 14	Continue work on Project 6--Review
Week 15	Final Critique and Exam

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Methods of Evaluation/Assessment

6 Projects—100 points each
6 Shotgun Projects---combined scores equal 100 points
Final Exam—valued equal to one project: 100 points

Course Keeper: Jason K Caudill

Date Completed: April 11, 2019