

# TYPOGRAPHY III

**Prof. Maryam Hosseinnia** GDES 421-01  
mhosseinnia@auk.edu.kw Spring 2019 / TUESDAY 5:00 - 7:45 pm  
Tel: 1802040 ext.3631 Liberal Arts Building B312

Office Hours: Room 524 **Monday 2:00 - 5:00 pm, Tuesday 11:00 - 2:00 pm**

## **Mission Statement for the Art and Graphic Design Program**

The Art and Graphic Design Department degree program offers a balance of theory and practice in the art and science of visual communication. The program cultivates cultural and aesthetic sensibilities while emphasizing critical thinking, analysis, and problem solving through the teaching of design history, methodology, and technologies to produce designers capable of producing meaningful designs in a diverse global community.

## **Course Introduction**

This advance course further investigates typographic form, history, hierarchy, context and sequence of information using image and type relationships. Lectures, critiques and individual in-class explorations are used to further these ideas. This is a studio course, Senior standing.

Prerequisite: GDES 321 and GDES 320.

## **Course Goals**

1. Apply and synthesize various type solutions and to support complex creative goals.
2. Students will conduct literature research as a part of their theory research to frame their creative goals. Students will synthesize all types of research to effectively support the end product.
3. Students will practice written summaries of their project research, and present their findings in a professional oral and visual presentation.
4. Students will investigate contemporary theory and discourse in typography
5. Students develop their process book to record their creative process in such a way that they can identify, analyze and understand the style of their creative thinking.
6. Students are able to use variety of mediums for typographic solutions.
7. Students are able to use variety of creative strategies, are proficient users of brainstorming, divergent and convergent and critical techniques of thinking.

## **Course Outcomes**

After this course the student will be able to:

1. Implement typography and design principles to their specific project goals.
2. Students will be able to synthesize different type of research such as literature research and project specific research to support complex creative goals.
3. Produce written summaries of their project research and present their findings both orally and visually to the class.
4. Demonstrate how they effectively use their research, critical analysis, and documented findings in their individual type project solutions.
5. Develop reflective, imaginative and useful process books.
6. Explore and execute different mediums to visually express their solution.
7. Use variety of creative strategies to fulfill logic of their design.

## **Text Book (Required)**

supplemental readings posted on Moodle or handed in class.

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## Evaluation Criteria

Specific criteria (rubric) for each project will be provided. The following is the basic grading components throughout the assignments.

### a. **Typography process**

Includes demonstrated process of idea development, research, type/image studies, concept development, quantity and quality of sketches. At the end of the semester, you will submit all project sketches, refinements, notes, in chronological order of assignment / process in form of spiral bound. (size A4) NO GRADE IS GIVEN TO A FINAL PROJECT WITHOUT SEEING DETAIL PROCESS AND RECORDS OF YOUR RESEARCH AND IDEATION IN THE PROCESS BOOK AND CLASSROOM.

### b. **Concept and Implementation**

Comprehension of problem, originality of solution, appropriateness of solution, typography, visual invention, visual aesthetic, application/translation of concept, followed the assignment sheet or directives given in class.

### c. **Creativity**

### d. **Classroom Participation**

Failure to follow project instructions, lack of required elements, typographical errors, lack of attendance, missing deadlines, lack of critique participation etc., will result in point deductions specified for each project.

## Final grade is composed of the following (total 100%):

*(The project handout is subject to change)*

Self Investigation 20%	project 1: 10%
sketchbook 10%	Project 2: 20%
Movie summary: 5 %	Project 3 20%
Post test 10%	Class participation 5%

## Grading Criteria

Work assigned during the semester will be based on the techniques and principles demonstrated and discussed in class. There will be class time to work on some of these assignments, but students will be expected to work approximately six hours a week outside class time to complete the projects.

Before turning in final assignment, make sure you can answer following questions listed below:  
[I evaluate your work based on these set of questions:]

1. Is this research appropriate? Sufficiently documented? Integrated into students thinking? Who is the audience? Who are you communicating to? How is it being communicated? What is the message?
2. How many solutions were created? (1-5)(1-10)(1-20) solutions?
3. Did the student take risks? explore with other materials, formats, 2D to 3D solutions, etc?
4. How much did the work evolve?
6. 5. Is it engaging with the subject?
7. Printing quality, color, paper, matting, and cutting is tight and clean? Is the final product and presentation supporting the concept?

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	Grade Points		University
<b>Excellent (superior effort &amp; Beyond)</b> }	94-100	A	4.0
	90-93	A-	3.7
<b>Good (Significant effort &amp; hard work)</b> }	87-89	B+	3.3
	84-86	B	3.0
	80-83	B-	2.7
<b>Average (minimal class requirement met)</b> }	77-79	C+	2.3
	74-76	C	2.0
	70-73	C-	1.70
<b>Below satisfactory - repeat</b> }	67-69	D+	1.30
	64-66	D	1.0
	60-63	D-	0.70
	Below 63	F	0.0
	0-59	FN	0.00

**\*I re-evaluate your grade with full proof of documentation of support.  
The last date to withdraw with a "W" is 21 November, 2018**

## **Classroom Policies** ( Attendance, Tardiness, Violation of Academic Honesty)

### **Attendance**

Regular attendance is essential to success in this course and students must make an effort to be on time for class. If you plan to be absent for any reason please inform me in advance. If you miss a class, you are responsible for material covered and work assigned. Class time cannot be reconstructed or made up and your performance, your work, and your final course grade will be affected by absences. I do not distinguish between excused and unexcused absences (except in "officially-recognized" academic instructional activities or national athletic activities).

### **Tardiness**

Students who enter class late disrupt the learning environment; therefore, we will adhere to the following:

- > Students who are late more than five minutes for the course will be marked late. If marked late, three late appearances will equal one absence.
- > Students arriving 20 minutes late will be marked absent and may not be permitted to enter the class.

### **Absences**

I follow the university policy on absences, which is as follows:

- > Instructors are expected to maintain attendance records and to draw students' attention to attendance requirements noted in the course syllabus.

If a student misses more than 15% (in Fall 2018 on a 3-day schedule, this equals 7 classes; on a 2-day schedule this equals 5 classes) of the class sessions in one semester (or the equivalent in the summer semester), the instructor will inform the Academic Advising Center (undeclared students) or the appropriate Department Chair (declared students) who will advise the student to withdraw from

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the course. A student who has not withdrawn by the formal official date (see withdrawal deadlines) will receive a final grade of "F" for the course. If a student misses the 15% AFTER the withdrawal deadline s/he will also earn an "F" for the course.

> A student who misses classes, laboratories and/or required fieldwork is responsible for the work that is covered, and for any announcements that are made, during his/her absence.

> Instructors are not obligated to give substitute assignments or examinations to students who miss class. It is left to the course instructor to determine the nature of the absence and whether to give substitute assignments or examinations to the absent student.

> Instructors are requested to excuse the absences of students who must miss class due to academic instructional activities or national athletic activities. Students are required to make up all course work due or assigned during their absences, as determined by the course instructor.

## General Classroom Guidelines

**Moodle:** Instructor take attendance and give overall semester long performance + grade on Moodle.

**Leaving during classroom:** Any student leaving class once it has begun will be marked as ABSENT. Please inform me prior to start of class if you must leave early for that day.

**Mobile phones and similar devices:** These are not to be used in the classroom. There are no exceptions to this policy. Students caught using them will be given one warning and subsequently dismissed from the class and marked as ABSENT if they are caught using them again.

**Food** is not allowed in the studio at any time; drink with a lid may be kept on floor next to you. Make sure not to leave the drink when you leave classroom.

**Cleaning up** is something you do before leaving the design studio.

Disruptive or disrespectful behavior will not be tolerated.

## Disability Accommodations

If you believe that you need accommodations for a disability, you are requested to contact the Disability Coordinator, Dr. Huda Shaaban, in Career Services and Wellness (Located in next to the Hangout and Registration) to arrange an appointment to discuss your needs. You are also welcome to contact me to discuss your academic needs. However, since all disability-related accommodations require registration with CSW and are not applied retroactively, you should contact Dr. Huda Shaaban as soon as possible.

**Writing Center** is located A207 in the 2nd floor of the Science Building. You must make an appointment with the writing center prior to turning in your final papers, projects. There is no excuse for spelling errors, grammar, and bad sentence structure.

Email: writingcenter@auk.edu.kw / Tele: +965 2224 8399 Ext. 465

## Violations Of Academic

### Honesty And Integrity Academic Honesty

Real learning and teaching can only occur in an environment of integrity and responsibility. The academic community requires ethical behavior from all of its participants. For writers, this means that the work we claim as ours must truly be ours. At the same time, we are not always expected to come up with new ideas; we often build our thinking on the ideas of others. We are expected, however, to credit others with their contributions and to clearly indicate the boundaries of our own thinking. Failure to do so in the university in general and in this course in particular will result in serious consequences for the offender, including reprimands such as lowered grades, failure, or even dismissal.

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## **Falsification of Data**

Deliberate falsification of data for coursework, research papers or projects and other academic activity is a violation of academic integrity.

## **Dishonesty during Exams**

This includes the use of unauthorized materials, receipt of information and/or answers from others during the examination, or the transferal of unauthorized materials, information or answers to another student.

## **Inappropriate Collaboration**

Working and collaborating with a fellow student or others without acknowledging their assistance is a violation of academic integrity.

## **Turnitin**

I will use by the student to generate a report about every paper written for this course in order to uncover plagiarism. The instructor will advise the students when to submit work for turnitin.com.

Readings are required for studio projects, in many cases serving as a how-to. The readings will also increase your awareness of design, and enhance your ability to situate your own work in a larger context. Supplemental readings will be provided.

## **COURSE MATERIALS:**

SKETCHBOOK - BRING TO EVERY CLASS.

Process book / Journal binder/ (Process book is to document your ideation, sketches, brainstorming, image collection and note taking).

Sketch book only for this class/  
USB flash drive (8GB)/

Digital Camera (as needed)

Blank CD. etc./

Assorted black pens (hairline, 0.3, 0.5, etc.)/

Assorted pencils (HB, 2H, 4H)/

Transparency paper /

Graph paper, 1 pad (1/8" grid) /

Masking and clear double-stick tape

PLEASE REFER TO ACADEMIC POLICY PAGE 57 - 69 OF THE 2013 - 2014 CATALOG

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\*This schedule is subject to change | Check the moodle for the latest update

week	Subject	Examples and notes
Wk 1: January 29	<ul style="list-style-type: none"> <li>• Introduction: Syllabi</li> <li>• Introduce Self Investigation</li> <li>• Introduce Sketchbook</li> <li>• movie: Helvetica</li> </ul>	
Wk 2: February 5	<ul style="list-style-type: none"> <li>• Pretest</li> <li>• Introduce: PINA lettering</li> <li>• booklet design</li> <li>• Bring a graphic design /typography book to class.</li> </ul>	
Wk 3: February 12	<ul style="list-style-type: none"> <li>• work in class</li> <li>• PINA sketches</li> <li>• booklet design</li> </ul>	
Wk 4: February 19 closed February 26	<ul style="list-style-type: none"> <li>• PINA</li> <li>• work in class</li> <li>• type and music poster</li> </ul>	
Wk 5: Closed February 26		
Wk 6: March 5	<ul style="list-style-type: none"> <li>• work in class</li> <li>• typical preparation</li> </ul>	
Wk 7: March 12	<ul style="list-style-type: none"> <li>• DUE: sketchbook (part 1 and 2)</li> <li>• DUE: 1st Self Investigation</li> </ul>	
Wk 8: March 19	<ul style="list-style-type: none"> <li>• Midterm Exam</li> </ul>	
Wk 9: March 26 midterm exam	<ul style="list-style-type: none"> <li>• DUE: booklet</li> <li>• critique: type and music</li> </ul>	
Wk 10: April 2 (Spring Break)	<ul style="list-style-type: none"> <li>• work in class</li> </ul>	

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Wk 11: April 9	<ul style="list-style-type: none"><li>• Pina digital</li><li>• Type and music due</li></ul>	
Wk 12: April 16	<ul style="list-style-type: none"><li>• DUE: Self Investigation # 2</li></ul>	
Wk 13: April 23	<ul style="list-style-type: none"><li>• work in class</li></ul>	
Wk 14: April 30	critique	
Wk 15: May 7	<ul style="list-style-type: none"><li>• DUE: PINA</li></ul>	
Wk 16: May 14	<ul style="list-style-type: none"><li>• DUE: sketchbook (part 3 and 4)</li></ul>	
Wk 17: May 21	Final critique	
Wk 18: May 28 (final exam)	Final Exam	