COURSE DESCRIPTION
This course will cover the history, theory and practice of letterforms and typography as they apply to graphics, advertising and other areas of design and visual communication. Projects cover principles of typography, letter structure, typeface selection, fundamentals of computer typesetting, and typographic layout.

PREREQUISITES
Art 140; Art 200 co-requisite

REQUIRED TEXT
The Fundamentals of Typography by Gavin Ambrose & Paul Harris

RECOMMENDED TEXT
Thinking in Type by Alex White
Thinking with Type by Ellen Lupton
Typography Workbook by Timothy Samara
Stop Stealing Sheep and Find Out How Type Works by Erik Spiekermann
Typographic Design: Form and Communication by Rob Carter, Ben Day and Philip Meggs

COURSE OBJECTIVES
• Provide a historical foundation of the development of letterforms and typographic design.
• Develop a typographic vocabulary and an understanding of typographic terminology.
• Develop skills involved in verbal presentation.
• Develop an awareness of the principle of typography and typographic design.
• Develop and understanding of the elements and principles of design in relation to type.
• Establish the importance of research in relation to typographic design.
• Introduce and develop typesetting techniques by use of industry standard hardware and software.
• Develop an awareness of the emotional and intellectual potential of type.
• Provide an overview of the expressive and aesthetic dimensions of typography.
• Develop skills in the working with typographic hierarchy.

STUDENT LEARNING OUTCOMES
• Produce work/works of art that communicate to a diverse audience through a demonstrated understanding and fluency of expressive forms.
• Demonstrate ability to engage and reflect upon their intellectual and creative development within the arts and humanities.

INSTRUCTIONAL PROCESS
This course will utilize lectures, projects, critiques, classroom demonstrations, handouts, in class exercises, 2 exams and maybe a voluntary field trip to disseminate and reinforce the subject matter.

EVALUATION
Student grades are determined by the following criteria:
1. Class participation, interaction, and discussion in class activities and critiques.
2. Project craftsmanship, finished quality and the appropriate use of digital tools.
3. Objectives, parameters and deadlines of projects are met.
4. Evidence of initiative and conceptually creative and imaginative responses to assigned projects.
5. Exam performance.
6. Attendance with all appropriate materials and preparation.

GRADING PROCEDURE
Projects
Each project will be grade in 3 stages (80% of overall grade):
• Concept sketches—analog
• Initial comps—digital
• Final comps—digital

You will be given a grade for each stage, on a scale from 0-11:
11=A  10=A-  9=B+  8=B  7=B-  6=C+  5=C  4=C-  3=D+  2=D  1=D-  0=F

Resubmitting a project for a better grade is allowed only for the final stage for a project. This will be submitted on a day designated by the instructor, shortly after a grade has been recorded.

Instructor: Magdy Rizk
E-mail: magdy.rizk@csun.edu
Office: AC 409
Office Hours: MW 5:00-6:30pm
Office Ext.: 3022
Exams
You'll be required to take 2 exams (20% of overall grade):
• Mid-term exam
• Final exam

Exams are both short answer and multiple choice. All materials are reviewed before each exam. You are required to meet at the posted final exam time for this class.

CONTENT: POSSIBLE PROJECTS
• Hand lettering and letterform generation - Hand-drawn letters will be scanned and abstracted. Analog and digital tools are to be used.
• Form-counterform combinations - Students will explore the possibilities of combining shapes based on the formal characteristic of letterforms and graphic images.
• The expressive word - Students will attempt to magnify the meaning of a word by letter manipulation and/or adding graphic elements to the word.
• Composing text - In a designated space, students will compose text to showcase its expressive qualities. Restrictions will include using a single typeface, alignment, line length, leading, spacing and orientation.
• Hierarchy in a poster - A poster will be produced to promote a historical personality. Research will be done to gather quotes, sound bites and other text elements that highlight aspects of the subject. No images are to be used.

ATTENDANCE
Studio/lab classes, such as this, strongly take into consideration the entire learning and work-habit process as well as required assignments.

Attendance is mandatory in this class. Lectures, directions, demonstrations and critiques will not be repeated. Do not miss class on days projects are due because of unfinished projects. It is especially important for you to receive information on those days.

More than 3 absences will result in lowering your final grade by 1 point. For example, with 4 absences, A becomes a A-. The 3 excused absences are for illness and emergencies, not excused “cuts”. If an illness or emergency requires more than 3 absences, official documentation will be required. The instructor will make note for students who are continually late. Attendance and promptness will greatly affect your overall final grade.

During the first 10 minutes of the class, the instructor will take attendance. If you are not present at this time, you will be marked as absent. The university gives authorization to lower grades or fail students for poor attendance and tardiness at the instructor’s discretion.

GUIDELINES
• Students are expected to devote at least 5 hours of work outside of class per week to their course work.
• Students are responsible for missed information on days of their absence or tardiness.
• Always talk to the instructor if there are any issues that deal with the projects. The instructor will give you feedback, explanations, suggestions, etc... if you ask. Don’t be afraid to talk to the instructor!
• You are not to use the computers, printer and scanners while another class is in session.
• There will be absolutely no food or drink in the computer lab.
• Show respect and be helpful to your fellow students. Have your work done and be present when we view the class’ work. Help each other in the lab. Networking starts now!
• A submission of a CD containing all student work will be required at the end of the semester.

MATERIALS
• 2 USB drives (512mb or more) or a portable hard drive
• X-acto knife and blades
• Metal ruler with cork (18” min.)
• 3M Super 77 spray adhesive
• 14”x17” tracing paper
• Access to 15”x20” black presentation board

2 drives will be used simultaneously throughout the semester. One will be your work volume and the other will be used as a backup volume. The work drive is used to save your work-in-progress files while the backup disk will contain files that are a copy for all your project files. You can also save your work on a lab computer temporarily. A “lost” file is not an excuse for a late project.
Late work is not accepted and counts for 0 points. Exceptions will be made if documentation is provide for medical, family or other emergencies.

Lab Hours
Please refer to the Art Department website for posted lab hours. Lab hours will also be posted outside of the computer labs early in the semester.

COURSE OUTLINE
Projects and content or their order may be changed by the instructor during the semester.

Week 1  General Introduction to typography and lettering.
Lecture and review of principles of design-discussion and demonstration of hand lettering.
Assignment #1 Hand out.

Week 2  Lecture on the history of writing and typography
Assignment #2 Hand out. Lab.

Week 3  Lecture on units of typographic measurement
Assignment #1 Initials due.

Week 4  Lecture on typefaces. Lab.
Lecture on fonts-discussion of the basics of using typefaces.
Assignment #1 final due.

Week 5  Assignment #3 Hand out.
Assignment #2 Initials due.
Lecture on typesetting versus typewriting.

Week 6  Assignment #2 final due.
Lecture on what make good type good and bad type bad.

Week 7  Assignment #3 Initials due.
Lecture on typesetting on a personal computer.
Mid-term exam review.

Week 8  MIDTERM EXAM
Lecture on hyphenation and justification.

Week 9  Lecture on measure, point size and leading.
Assignment #4 hand out.
Lecture on kerning and tracking.

Week 10 Lecture on managing indentation and alignment.
Lecture and demonstration of binding and finishing.

Week 11 Lecture, demonstration and review of document structures and typographic conventions.
Assignment #4 Initials due.

Week 12 Lecture on language specific issues
Lecture on tables.
Assignment #4 final due.

Week 13 Assignment #5 hand out.
Lecture on typesetting with style sheets.

Week 14 Lecture and demonstration of output resolution issues.
Assignment #5 initials due
Review for FINAL EXAM

Week 15 Assignment #5 final due.
FINAL EXAM review

Week 16 FINAL EXAM

SPECIAL NEEDS
Students with disabilities must register with the Center on Disabilities and complete a services agreement each semester. Staff within the Center will verify the existence of a disability based on the documentation provided and approved accommodations. Students who are approved for test taking accommodations must provide an Alternative Testing Form to their faculty member signed by a counselor in the Center on Disabilities prior to making testing arrangements. The Center on Disabilities is located in Bayramian Hall, room 110. Staff can be reached at 818.677.2684.

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ART 243     INTRODUCTION TO TYPOGRAPHY
Course Outline  Fall 2011  Department of Art/CSUN