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TYPOGRAPHY

GRADUATE TYPOGRAPHY - Fall 2017 / Professor Nicholas Rock nickrock@bu.edu

GOALS + EVALUATION

"[typography] is a craft by which the meanings of text (or its absence of meaning) can be clarified, honored and shared…"
—Robert Bringhurst

As designers, we use typography as one of our tools to affect how, when, why and where people receive information. In addition to the tools we use and the skills we develop, we are challenged to leave our mark, our voice on the project, to reveal the information through the filter of your own perspective.

Type is the foundation, the backbone, of graphic design. Many of the best design projects are grounded with excellent typography, whether they are print or digital, motion or interactive. Well considered typography will often help lead to a projects success. Typography carries the message, the point, the ultimate goal of the design. Additionally, a knowledge and expertise in typography prepares designers to think about systems in general which is an important skill to have in any kind of problem solving

The goal of this course is to present you with a series of typographic challenges. You will learn how to operate with constraints, think about systems, and the relationship of content and form.

You will be evaluated over the course of the class and will be assessed according to the following major areas:

ATTENDANCE— Attendance at each class is mandatory. As the core studio course for your major it will make up some of the most important work you are doing here. Class discussion and critique are not things that are easily made up and happen regularly. You must contact me in advance if you need to miss a class. At my discretion, if you have more than one unexcused absence your mark will be lowered by as much as one full grade. If you are late, or absent you must follow up with me, as you will still be responsible for the work. I will not chase you down to catch you up. You should be scheduling appointments around your classes since you know your class schedule, and not the other way around.

CLASS PARTICIPATION— Part of a designer's job is communicating effectively, on a design team, in a studio environment or with clients. You will be expected to be an active member of the class, particularly during critiques, as all feedback is important. Discussion is important part of the design process. If you are not participating regularly in the discussion you will be asked for your opinion. Lack of participation will negatively impact your final grade.

GROUP WORK— Designers rarely work independently. Completed work is almost always the result of a team effort of some sort, whether it be just designers, designer and client, designer, developer writer etc. In this class there will be times when you will be asked to work as part of a team.

PROJECT EXECUTION— All projects should be given your full attention and effort. Each component of your projects will be reviewed. Projects need to be submitted on deadline and should be complete according to project brief. Projects must be completed by the due date. Late work will be penalized. All parts of your projects in this class will be evaluated including process and research documents. You will be given an opportunity to improve upon each project following that project's final critique.

PROJECT PROCESS— You are expected to document the process of each of your projects throughout the semester. This means, saving all sketches, writings mock ups etc. Your documents will be given the same attention to detail as your design work. The process for each project will make up a portion of your grade.

BEING PROFESSIONAL — As you are learning to be designers, one of the most important aspects of working professionally is the way you conduct and carry yourself in interactions with clients, employers, peers etc. Pay attention to emails you send, things you say in class. Give respect. Earn Respect.

THE PROCESS OF EVALUATION

CHECK-INS
We will, on occasion, meet individually instead of meeting as a full group, in which we will discuss your status in the class, questions or concerns, project specifics or anything else that is sometimes easier to discuss individually, to ensure that you all know where you stand and that we are all on the same page.

It is expected that you as a class will help and support each other throughout this course and others for that matter.

That said, I am of course fully accessible in class, and

at my office:
My office is on the 4th Floor of 808, connected to the graduate graphic design studios.

General office hours are Tuesdays and Thursdays 11–12:30
and Wednesdays 12:30-2:30.

However please make an appointment with me.

and via email:
nickrock@bu.edu Please do not use any other email address to contact me. All communication should go through my BU email address or via Basecamp (below)

We will be using Basecamp to consolidate class communications

You all will have access to our Basecamp site after the first class, this will act as a central portal for class discussion outside of class as well as a digital library of class resources, such as this syllabus, project briefs, certain readings as well as our class calendar.

BASIC PRINCIPLES FOR GRADING

We will not have a final review of work for the class. You will have your normal semester end reviews. After which you will receive a letter grade based upon the following criteria:

A — You demonstrate an advanced understanding of concepts presented and are able to complete work above and beyond suggested parameters.
B — You exhibit a more than competent understanding of concepts presented and utilizes these concepts in an articulate and noteworthy manner.
C — You demonstrate an a basic understanding of the information studied and apply this information to assigned problems meeting basic expectations but not going beyond suggested parameters.
D — You exhibit limited understanding of the concepts and complete work below the level required for satisfactory performance.
F — You demonstrate little or no understanding of course material, shown little desire or motivation to complete the work or turn in incomplete projects.

HOMEWORK

Weekly Assign—ments

Weekly Homework

Each week you must choose 2 stories in the news that you have an interest in and make a typographic response poster for the news story. You are not making an illustration for the story, your news response is a commentary on the news story, or something inspired by the news story.

Requirements

2 News response posters
8.5 x 11 Portrait (Vertical)
Black + White only (including gray)
Type only

Periodic Readings
You will be receiving readings occassionally which we will reference and discuss during class.

PROJECT 03

The Whole is Greater Than the Sum of its Parts

Create an autobiographical poster

Requirements:

life size

tiled 8.5 x 11 sheets (this means it should be designed to be tiled, NOT just a big poster printed on 8.5 x 11 tiled sheets)

remember that this class is a typography class …. so … no images

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PROJECT 03

Hurricane Harvey rolled over the Texas Gulf Coast on Saturday, smashing homes and businesses and lashing the shore with wind and rain so intense that drivers were forced off the road because they could not see in front of them.

extreme scale

only serif

only humanist

no color

no computer

hand drawn

portrait

landscape

one font

illegible

poster as carpet

poster for the 17th Century

things you see from 10 feet away

things you see from 100 feet away

things on page 156

paint

use only a text editor

straight lines

two fonts

make something loud

make something quiet

make something funny

something other than paper

create collage

use pattern

use texture

found objects

multi-lingual

curved lines

3D

shadows

backwards

tiled

code

map

use a camera

outside

packaging