GRAD—UATE TYPO—GRAPHY

AR601

GRADUATE TYPOGRAPHY - Fall 2018 / 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.

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, 406A, connected to the graduate graphic design studios.

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

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.

HOW PROJECTS ARE EVALUATED
Often times design and other creative work is subjective and therefore difficult to have a precise grading system. As a result I have developed a rigorous way of focusing on a specific criteria for determing the sucess of a particular project. Every project is evaluated against the following on a scale of 1–5, 5 being the best:
Idea—Is this smart, clearly articulated and thoughtful. Is it original? Does it show a unique perspective, etc.
Concept Development—How well did you move from your initial idea into something real. What was your iterative process like. Did you support your development with research
Design Execution—Once your concept of exactly what you wanted to make became clear, how well was this translated to a piece of design, did the use of form make sense, did it work etc?
Craft—Was it well made, did you consider the details, printing, rendering, materials, final experience etc. Did you cut and glue things properly, does your video have quality sound, etc
Presentation—How does a viewer experience the work. How well do you speak about the project and what you attempted.

THE RULES

1. This class is a lot of work,
2. so work hard.
3. and be respectful. Yes to me, but also to your peers.
4. Make sure you show up,
5. and show up on time.
6. Work harder.
7. Show your work, process, everything you have or be prepared to, daily. The more you are getting feedback from the class the better. It makes your work better and it helps you evolve as a designer.
8. Questions. Ask them. Often. Questions are ALWAYS beneficial to the entire class, not just the person asking.
9. Experiment. Sketch. Test. Sample. Prototype. Rinse. Repeat
10. The project is never complete.
11. The printer is always broken.
12. Collaborate.
13. Dish it out and take it. Sarcasm and jokes are part of studio life.
14. Laugh. Don't Cry.
15. Be opinionated. Debate. Ask more questions.
16. Don't take it personally.
17. I will help you be a better designer.
18. There are no favorites. If you do good work, or work hard it will be recognized. Likewise for poor work or laziness.
19. I will challenge your ideas, be prepared to defend them.
20. Have. Fun.

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THE ESSENTIALS

LAPTOP
FLASH DRIVE
CAMERA
SKETCHBOOK
X-ACTO KNIFE
BONE FOLDER
BOOK BINDING SUPPLIES
A SENSE OF HUMOR

RECOMMENDED

Music
Coffee
A projector adapter
A tripod
Gaffer tape

REQUIRED BOOK FOR REFERENCE
Thinking with Type — Ellen Lupton

RECOMMENDED BOOKS
Elements of Typographic Style — Robert Bringhurst
Meggs' History of Graphic Design—Alston Purvis

SOFTWARE + SERVICES
It goes without saying that you will need to have access to Adobe Creative Suite if you don't already. I don't expect this to be an issue, but wanted to be sure.

You need software that can work with video. iMovie may serve your needs, but I recommend checking out something like After Effects, Final Cut Pro or Premiere. They do slightly different things but you will work with video in this class.

You will need a dropbox account,
or you may use your, BU provided, Google Drive

You MUST have a backup solution in place after the first week. I recommend Backblaze https://www.backblaze.com

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 01

Aspi—rations, Const—raints

Turn words of aspiration and inspiration into a poster to inspire and motivate your newly formed grad studio community.

First start by choosing a speech, talk or lecture that you find inspirational or motivating.

Extract a passage of text from this speach and with it create 2 different posters

Requirements:

2 posters

both posters minimum A1 in size

5 Rules for each poster (each must have a different set of 5)

Must include at least 200 words of text

You must use different text on each poster.

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PROJECT 01

extreme scale

only serif

only humanist

no color

no computer

hand drawn

portrait

landscape

one font

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

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

curved lines

3D

shadows

backwards

tiled

code

map

use a camera

outside

packaging

decorative

urban

heavy

broken

made of string

signage

wallpaper

system

shiny

newsprint

translucent

google translate

cards

bulletin board

.com

ticket

recipe

ugly

difficult

collection

A coastal North Carolina county on Monday issued a mandatory evacuation order for its entire population as Hurricane Florence strengthened to a Category 4 storm and continued its slow but angry dance toward the U.S. East Coast. Florence is expected to slam into the coast around North and South Carolina as a Category 3 or 4 hurricane on Thursday or Friday.