course info

fridays 10:30am – 4:00pm
room 007 / print design lab

professor / contact info

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class description & objectives

Today’s designers are continually asked to work in multiple mediums, whether on paper or on screen. A solid understanding of typography is essential. This course develops students’ understanding of typography through practical projects and current technologies that require them to explore the use of letters, words, and text to further develop their ability as visual communicators. The projects require students to become familiar with current computer utilities that enable them to achieve specific typographic effects.

• In depth study of typography and its underlying principals.
• Identify type anatomy and properly use type specification and measurement terms.
• Identify and compare the similarities and differences between the major type classifications.
• Choose an appropriate typeface for a particular background, match a particular type personality with a message.
• Establish a hierarchy of information through type treatments.
• Manage type classes using Extensis Suitcase, a font management software package.
• Edit type using Adobe Illustrator.
• Craft type using a page layout program by controlling all character and paragraph formatting, include control over kerning and tracking, tabs and indents, and leading. We will be learning and using both QuarkXPress and Adobe InDesign. Some assignments will be program-specific, while others will be of your choice.

class format & responsibilities

Class meets Fridays from 10:30am – 4:00pm. Because this class is a sort of all-day affair after a busy week, I will build in breaks for lunch, snacks, air, etc. Be on time. Come to class with everything you need to work. If you are more than 15 minutes late, you are counted as absent. If you are late more than two times, your grade is lowered one-half a letter.

No using zip disks—end of story. Learn how to use dependable media.
No iChat, AIM, icq, msn, irc, or anything of the like during class.
Be present during class. And for pete’s sake, don’t do your freelance work during class.
**grading**

Attendance/Class Participation/Homework — 25%

You need to come to class—end of story. If you are more than 15 minutes late to class, it does not go unnoticed. Absences affect your work, so they affect your grade. E-mail or call me beforehand if you are going to miss a class. One unexcused absence is allowed (no questions asked), in the interest of mental health. When you are absent from class, it is your responsibility to get the information covered in class from one of your classmates. I do not have time to do this for you. Excused absences (sickness, with a note from the health center or family doctor; death in the family; other extenuating circumstances) require you to make up the work missed. Make arrangements with me to make up work in an appropriate time frame. Unexcused absences seriously affect your grade. PLAN AHEAD and TALK TO ME if you need to miss a class. If you are involved in a spring sport, please meet with me as soon as possible in the beginning of the semester, bring me your schedule of away games (and other meets/games) that might conflict with my class. Talk to your coaches and then talk to me and we will plan ahead so that you do not fall behind with your work.

Projects — 50%

Each project is graded on three aspects:

- **Creativity/Problem Solving:** How well was the problem solved and how creative was the solution?
- **Presentation/Execution:** Neatness and a level of professionalism in the completed work. Did the work utilize the computer program efficiently and with authority or was the student guided by the program? Were the design principles used efficiently? How well is the work presented in terms of matting and neatness?
- **Deadline/Attitude:** Was the project handed in on the day specified and in a positive mental attitude?

Quizzes — 25%

There will be quizzes given on reading assignments and on technical aspects of type, et. al. The sketchpad you will keep during this class is also included in this area.

**project submission**

My guidelines are “real world.” On time. Professionally-done. The habits you form here can enhance your level of success after graduation. Clients employ and depend on designers who are not only skilled, talented, flexible, and good communicators, but who are reliable. Talent does not meet a deadline—planning and discipline does. Discipline is just another word for good work habits.

**FAQ**

What if I’m absent from class and I have a project or assignment due?

Absences from class do not excuse you from a deadline. You must call ahead and notify me how your project is getting to me. Have a friend, classmate, relative, or messenger service deliver the package. You can FedEx overnight to the college from most locations by 5:00pm the previous day. Be sure to mark it to my attention. If my name isn’t on it, I won’t receive it.

What if I was really lost on a project and didn’t know what to do?

You and I should know this long before the project is due. Talk to me when you are having trouble. I can only help you if you ask.

What if the computer crashed and I lost my work? Or perhaps he printer wasn’t working?

There will be technical problems. There always are. Get used to them. This is your career. Deal with it. Technical problems are not valid excuses for missing a deadline.
What if I’m not satisfied with the grade I have received on my project?

You improve it. You may re-submit a project for an improvement on your grade at any time up to the last week of the semester as follows:

You must submit the original project with the original grading comments.

The new project must be presented as specified on the original assignment sheet.

talk to me

If you need to see me, please make arrangements to meet with me. The best way to reach me is by e-mail. I have a mailbox in the art office where you may leave correspondence, or you can call me. I am here most days either teaching or working, so talk to me and we will find a time to meet if you have any questions or concerns about anything.

required supplies

• Portable mass storage device used: USB Flash Drive. [The art department has ordered a 256 MB drive for each of you. You will pay Jan in the art department during normal art department hours.] You may purchase your own firewire or USB drive of comparable or larger size. *There will be no use of ZIP disks—they are not reliable.*

• Large Sketch Book (see below)
• Binder/Folder to hold handouts/etc.
• Several black mat boards (32" x 40", not foam core)
• Pencils and eraser & extra fine point black sharpies for sketching.
• 20th Century Type Remix | by Lewis Blackwell
• Typesense: Making Sense of Type on the Computer | by Susan G. Wheeler, Gary S. Wheeler

the sketchbook

Your sketchbook will become an extension of you while in this class. It will be the most important aspect of your time spent in this course. This book will become your “think tank.” It will count as a project grade at the end and will be critiqued in your final review. Do not take this loosely! Get it. Use it. Depend on it.

Each week you will be expected to collect a minimum of 5 type specimens. What constitutes a specimen? Anything you see that interests you. Anything you look at and say, “wow, that’s really cool/interesting.” Tear things out of magazines; collect business cards; take pictures of exhibits, cars, posters, anything that has been designed; collect website url’s, books you’ve looked at—xerox things from the library—BE CREATIVE! Write about it if you want. Do some sketches alongside your specimens for thumbnail/idea-generation practice. The more you do, the better your grade.

Thumbnails!! For each project that you are assigned, you will be expected to come up with many thumbnail sketches before you even think about sitting in front of the computer. Resist the urge! Good designers can draw to some degree, and FAST. It doesn’t matter if you think it looks “bad” or not—as long as you can get your idea across, you have a powerful tool. This does not come easy to most. You will need to work on it and train yourself, just as you will be working on your computer skills.
**project outline**

project one: *Typographic Studies*

project two: *Visual Hierarchy*

project three: *Visual Quotes*

project four: *Typeface Study Poster*

project five: *Magazine Spreads*

project six: *The Letter “A”*

project seven: *Book Design*

**class schedule**

*Schedules will be given on a regular basis as the class progresses and will include assignments, projects, and class time table.*