

FRES 1020

TYPOGRAPHIC FOR THE PEOPLE

Fall 2009
University of Georgia

Instructor: Kristen Smith
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245 Journalism Building
706.542.8484 (w)

Class meets: Wednesdays, 12:20-1:10,
239 Journalism Building

If you need to meet with me, please
send me an e-mail to set up a time.

COURSE OBJECTIVES

This First Year Seminar will make you aware of the standards of professional typography and how type is used to convey meaning and to guide readers through documents. After this course you will be able to recognize classifications of typefaces and understand their implications. You will understand how spacing and alignment affect the reading experience, and you will be able to recognize when grid systems are in use to organize text and images.

After this class, you may realize that you want to learn more about typography and graphic design, and we can discuss how you can do that. Even if you don't want to know more about typography or design, your awareness of typographical excellence and the ability to apply the standards of professional typography will make you a more sophisticated communicator and student and might change the way you look at type for the rest of your life.

You will have weekly reading assignments through October (see schedule below). Then we will use class time to produce one typography assignment using InDesign. The assignment will not require that you learn beyond the basics of InDesign, and we will do that together. You will keep a weekly typography journal or have small homework assignments weekly until October. We'll do a few in-class exercises and there will be short (four-question) quizzes over reading material. We will have one test towards the end of the semester.

COMMUNICATION

I will post documents, some readings, and lecture notes on eLearning Commons each week. (Access ELC at elc.uga.edu.) I will also send you e-mail so please check your account daily. Please send me e-mail if you have questions or want to meet.

TEXTBOOK

Typography Workbook by Timothy Samara. Available at the UGA Bookstore.

HOMEWORK

- Weekly entry in your typography journal/homework until October
- Weekly readings assignments until October then small assignments related to your project

GRADING AND ATTENDANCE

Your final grade will be based on:

- Weekly entry in your typography journal/homework (25%)
- In-class exercises and quizzes (25%)
- In-class project (25%)
- One in-class exam (25%)

You are a college student and can make your own decisions about attendance, but, obviously, if you want to do well in the course, you need to come to class.

YOUR LETTER GRADE WILL BE ASSIGNED AS FOLLOWS:

A is for a score of 93.00 and above; A- is for the range 90.00 to 92.99; B+ is for 87.00 – 89.99; B is for 83.00 – 86.99; B- is for 80.00 – 82.99; C+ is for 77.00 – 79.99; C is for 73.00 – 76.99; C- is for 70.00 – 72.99; D is for 60.00 – 69.99; and F is for any average below 60.00.

LATE WORK

Projects or homework turned in late will be assessed at 10% off per day late unless there is an emergency or you have a pre-arranged extension.

THE DISABILITY RESOURCE CENTER

The Disability Resource Center assists UGA in fulfilling its commitment to educate and serve students with disabilities. If you have a disability and require classroom accommodations, please see me after class or make an appointment during office hours. If you plan to request accommodations for a disability, please register with the Disability Resource Center at 114 Clark Howell Hall or by calling 706.542.8719. More info at their website <http://drc.uga.edu/>

ACADEMIC HONESTY

There are many things in college that you need to learn by doing. Facing the consequences of alleged academic dishonesty is not one of them. Spare yourself that nightmare by familiarizing yourself with the Academic Honesty Policy at UGA. If you are not already familiar with the policy or if you have any doubts about what constitutes dishonesty, go to this website <http://www.uga.edu/honesty/>, which defines academic honesty as “the performance of all academic work without cheating, lying, stealing, or receiving assistance from any other person or using any source of information not appropriately authorized or attributed.” You should also know that students who assist others in academically dishonest acts are in violation of the policy too.

COURSE SCHEDULE

This is my plan for the course. There will no doubt be adjustments to this schedule as the semester wears on. I'll keep you posted about any changes.

AUGUST 19

Class: Syllabus overview + our goals + my gift to you + delicious + eLearningCommons
Before next class: Read Samara foreword, pgs. 6 & 7 and pgs. 12–25.

AUGUST 26

Class: What is Graphic Design + categories of type
Before next class: Read Samara pgs. 26–29 and pgs. 32–39.
Due next class: Journal entry on type classification and letterform anatomy

SEPTEMBER 2

Class: Spacing + alignment
Before next class: Glance over handout on *Helvetica*
Due next class: Journal entry on spacing and alignment

SEPTEMBER 9

Class: Watch *Helvetica*
Before next class: Read Samara pgs. 30 & 31 and Lupton handout

SEPTEMBER 16

Class: Discuss *Helvetica* + Type crimes
Before next class: Read Samara pgs. 40–51 and handout on anatomy of a magazine layout
Due next class: Type crime homework

SEPTEMBER 23

Class: Paragraphs + layouts
Before next class: Read Samara pgs. 52–65
Due next class: Journal entry on paragraphs and layout

SEPTEMBER 30

Class: Typographic color + hierarchy

Before next class: Read Samara pgs. 66–79

Due next class: Hierarchy homework

OCTOBER 7

Class: Grid

Before next class: Read Samara pgs. 82–95

Due next class: Grid homework

OCTOBER 14

Class: Image and emotion in typography

Before next class: Read Samara 102–110

Due next class: Find an image for your project.

OCTOBER 21

Class: Color in typography

Homework: Review your notes for upcoming exam.

OCTOBER 28

Class: Work on projects

Homework: Review your notes for exam next week.

NOVEMBER 4

Class: Exam

NOVEMBER 11

Class: Work on projects

NOVEMBER 18

Class: Work on projects

NOVEMBER 25

Thanksgiving break

DECEMBER 2

Class: Work on projects + projects due