AA226 Typographical Design II

AA226
Typographical
Design II
CRN 24926

Office: SSH116B
541.917.4542

lewis.franklin@linnbenton.edu

Syllabus

Instructor: Lewis Franklin

AA226 Typographical Design II

Lecture / Lab # : Hybrid online and in person
RM.SSH-116 & 116D Thursday 1:00 - 4:00

Course Description:

Continues the study, use and design of letter forms. Emphasizes creating original type variations and form manipulation.

Outcomes:

Solve complex analytical design problems using typography as the primary tool for visual communication.

Understand and use the creative process to conceptualize.

Demonstrate diverse approaches to problem-solving.

Design with an understanding of the historic significance of typography, cultural, emotional, and stylistic implications.

Collaborate successfully and contribute to the group/class process.

Demonstrate advanced technical competencies as related to projects, output and printing.

Credits:

4 credits, 6 hours of class per week.

Required Text:

The Lettering Workshops, Francis Chouquet, Rocky Nook, 9781681984445 Free online https://ebookcentral.proquest.com/lib/linnbenton-ebooks/detail.action?docID=5606416

Stop Stealing Sheep & find out how type works 2nd Ed, Spiekermann & Ginger, Adobe, 9780201703399 Bookstore used $22.39, Amazon used $20.38

Required Supplies:

You will need some way to store files, I suggest something other than relying on the cloud., The larger the drive, the happier you will be.

You will be matting one project so 2 pieces of Arctic White mat board 15”X 20”

I will provide paper, brush pens, as well as any resource available to the graphics lab. Other materials may be required...

AA226
Typographical
Design II
CRN 24926

Office: SSH116B
541.917.4542

lewis.franklin@linnbenton.edu

Syllabus Cont...

Method of Evaluation:
The method of evaluation will be based upon completion of all assigned projects, Pinterest posts, quizzes a midterm, a final, and participation.

Cheating and Plagiarism:
Please refer to the LBCC Student Code of Conduct.

Grading:
A: 90-100%
B: 80-89%
C: 70-79% (C is considered the lowest passing grade in the Vis Comm Program.)
D: 60-69%
F: 50% and below

Late work will be accepted BUT CAN NOT BE REWORKED.
Late work will be loose 10% of original point value.

Policy:
I welcome open class discussion, and will be the first to admit I do not know everything. We will progress so as not to loose anyone with this being a first class.

My office is in room SSH116B
Official office hours will be on zoom until COVID is no longer an issue.

Accessibility:
LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the CFAR Website for steps on how to apply for services or call (541) 917-4789.

I will provide my lecture notes to the class, in an effort to help you learn.

Needs:
Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Roadrunner Resource Center for support (resources@linnbenton.edu , or visit us on the web www.linnbenton.edu/RRC under Student Support for Current Students). Our office can help students get connected to resources to help.

Final Turn-in / Critique Wednesday December 9th @ 9:30 - 11:00

Last day to turn-in reworks is Close of Business (COB) Friday, December 4th

Last day to turn-in late work is Close of Business (COB) Thursday, December 3rd

Holidays for Fall term: 11NOV (WED)(Veteran's Day), 26 & 27NOV (Thanksgiving)

Last normal day of class is 03DEC

AA226
Typographical
Design II
CRN 24926

Office: SSH116B
541.917.4542

lewis.franklin@linnbenton.edu

"You will be held accountable for the content of the reading assignment on the day that it is shown in the 'work' column. This can mean a closed book quiz."

The Lettering workshop is based on when we have that chapter in class, you may read the section before hand, but that is not required.

Stop Stealing Sheep

AA226
Typographical Design II
CRN 24926

Office: SSH116B
541.917.4542

lewis.franklin@linnbenton.edu

Calendar

Wk	Date	Lesson	Work	Due
1	01OCT	Introduction, syllabus review	**Pinterest 5 per week**	
		Typesetting Guide	Research / thumbs	
		Type Poster Project 1	Exercise 1	
		VOX Catagories / Review history of type	CH 1	
2	08OCT	Type poster thumbs	Refine poster	Thumbnails
		Refinements of poster by end of week (share online)		& Research
		Find a portrait to use for next week	CH 2	Exercise 1
3	15OCT	Review refinements	GrayScale	Have portrait
		Type As Design Project 2	Project 2	
		Matting	Thumbs Project 2	
		Posturizing	CH 3	
4	22OCT	Review swatches	Refined poster	Project 1
		Review final type posters	Roughs Project 2	
		Assigning text to shapes	CH 4	
		Hierarchy (roughing in text)		
5	29OCT	Review roughs	Refinements	
		Refinements of poster by end of week (share online)		
		Workshop 1	CH 5	
		Workshop 2 on your own		
6	05NOV	Mounted version of poster		Project 2
		Workshop 3	Mid-term through CH6 online	
		Workshop 4 on your own		
7	12NOV	Grid tracing	Thumbnails by Sunday	
		Four words Project 3	Project 3	
		Workshop 5	CH 7	
8	19NOV	Discuss thumbs	Refinements	
		Project roughs		
		Roughs by end of week (share online)	CH 8	
9	25NOV	MEETING ON WEDNESDAY THIS WEEK!!!	CH 9	
		10 - 1 on Wednesday		
		Refinement discussion		
		26 & 27NOV (Thanksgiving)		
10	03DEC	Final review / work day		
		50 pinterest posts by this point		
11	08DEC	Final Turn-in / Critique Wednesday December 9th @ 9:30 - 11:00 online final		
		Project 3 due mounted		