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recent posts:

Art 301 – FA 14 –
MIDTERM FILES

Week 7 Friday Art 301

Week 7B – TR

Week 7A TR –
Assignments!

Week 6 Friday HW

archives:

Select Month 

Art 243 / Syllabus

ART 243 | Introduction to Typography

course time: tr 8am – 1045am

office hours: mon 10a-11a, tue 2pm – 3pm in AC 409/410 – appointment recommended

art department mission:

The CSUN Art Department is committed to teaching students to experience and value visual thinking and creative problem solving in art, as we as recognize the concurrent importance of perception, experimentation, innovation, and critical thinking. We encourage students to understand the history and traditions of art with their relevance to social and community concerns as well as the art of different cultures. Students are also encouraged to utilize and interact with the services, facilities and technologies offered throughout the University as well as those provided by the Art Department.

program outcomes:

Communication • Creativity • Critical Thought
Social Responsibility • Multidisciplinary • Ethical Practice

course description:

History, theory and practice of letter forms and typography as they apply to graphics, advertising and other areas of design and visual communication. Projects cover principles of typography, letter structure, typeface selection, fundamentals of computer typesetting and typographic layout. Fee required. 5 hours lab.

required text:

Thinking With Type

By Ellen Lupton; Princeton Architectural Press

course objectives:

- Provide a historical foundation of the development of letterforms and typographic design.
- Develop a typographic vocabulary and an understanding of typographic terminology.
- Develop skills involved in verbal presentation.
- Develop an awareness of the principle of typography and typographic design.
- Develop and understanding of the elements and principles of design in relation to type.
- Establish the importance of research in relation to typographic design.
- Introduce and develop typesetting techniques by use of industry standard hardware and software.

- Develop an awareness of the emotional and intellectual potential of type.
- Provide an overview of the expressive and aesthetic dimensions of typography.
- Develop skills in the working with typographic hierarchy.

prerequisites:

ART 140; Corequisite: ART 200

materials:

You will need to purchase the following tools if you do not already own them. You will also be required to have the means necessary to output your work. Graphic design courses rely on printed output to assess student progress.

It is not required to carry all of the materials to class everyday, but when asked to have them, please be responsible and make sure you are always prepared to work. Factor in the cost of outputting your work this semester.

Storage devices (USB Flash Drives, Portable Hard Drive)

Access to a black and white printer that can print 11x17

Xacto Knife with #11 Blades

Triangle, 12" Minimum

Sketchbook

Steel Ruler (24") Corked Back

Tracing Paper – Preferably marker paper (14 x17)

Super 77 Spray Adhesive

Black Illustration Board – as needed

Markers – fine and medium tip Sharpie (or equivalent)

other materials as needed per project

the computer:

As you already may be aware, the Mac and its software are the main tools for the execution of graphic design. Students are recommended to use the computer lab outside of class or your own computer at home. Lab-time is not regulated, but it is up to you to get as much experience using the computer. The majority of the work in this class will be completed on the computer, but be aware that the computer is just a tool and that fundamentals and concepts are what we are emphasizing in this course. "There is nothing worse than a sharp image of a fuzzy concept". It is your responsibility to always keep your files backed up and organized.

Lab hours are posted on the front door of every lab. Please make yourself aware of which labs are available to you.

final exam:

You are required to meet at the posted exam time for this class. Please make a note of it at this time.

attendance:

Studio/Lab courses, such as this, strongly take into consideration the entire learning and work habit process as well as required assignments.

Attendance is mandatory. Lectures, directions, demonstrations and critiques will not be repeated. Each student is expected to stay the full length of the class from beginning to the end. Do not miss class on days that projects are due because of unfinished projects. It is important you still receive information on those days. It is your responsibility to get missed information due to absences or tardiness.

Projects/Sketches/Comps/Process must be turned in on the specified date. Your grade is lowered 1/2 the total points potentially earned if turned in late.

I will take attendance during the first 5 minutes of class. If you arrive late, please notify the instructor. If you are late continually it will affect your overall final grade significantly.

The University gives authorization to lower grades for poor attendance and tardiness at the instructor's discretion.

More than 3 absences will result in lowering your final grade by 1 point. For example, with 4 absences, A becomes a A-. The 3 excused absences are for illness and emergencies, not excused "cuts". If an illness or emergency requires more than 3 absences, official documentation will be required.

An incomplete is only given if the student has completed the majority of the coursework and cannot complete the remainder of the course due to a reason beyond their control.

evaluation:

Students will be evaluated on the basis of:

- Projects/Exercises
- Class participation, interaction, and discussion.
- Evidence of initiative, creative and imaginative responses.
- Attendance
- Quizzes, Tests and written assignments

grading:

Each project has a specific point total. At the end of the semester your total points are collected and according to your percentage you will receive a letter grade.

93% > A
90-93% A-
87-89% B+
84-86% B
80-83% B-
77-79% C+
74-76% C
70-73% C-
67-69% D+
64-66% D
60-63% D-
<59% F

Feel free to ask me about your grades and attendance totals at any time.
Extra credit assignments and projects might be developed as well.

blogging:

You will be required to blog once a week on topics related to graphic design. You are also required to comment twice a week on other classmates blogs. The blog will also be used as a tool to post progress so we can critique and have discussions outside of the classroom environment. More details will be discussed in class.

<http://www.tumblr.com>

<http://www.blogger.com>

<http://wordpress.com>

late projects:

IF YOU ARE LATE THE DAY OF A FINAL PRESENTATION YOU WILL NOT BE ABLE TO PRESENT YOUR WORK.

Project improvements can be made, but not to improve your grade. What you turn in the day it is due is what will be graded. This is a senior level class and there are no exceptions.

A few notes on this on project due dates:

- Turning in something on the day it is due is almost always better than turning in nothing at all or turning it in late.
- If something is due and you have nothing, show up anyway as participation with others IS PART OF YOUR GRADE.
- If you come late the day a final project is due for presentation, you will NOT be able to present your work and you will receive -5 points in the presentation/participation portion of your grade.

definitions of academic honesty:

CHEATING is the act or attempted act of deception by which a student seeks to misrepresent that he/she has mastered information on an academic exercise that he/she has not mastered.

FABRICATION is the use of invented information or the falsification of research or other findings in an academic exercise.

FACILITATING ACADEMIC DISHONESTY is intentionally or knowingly helping or attempting to help another commit an act of academic dishonesty.

PLAGIARISM is the submission of another's work as one's own, without adequate attribution. When a student submits work for credit that includes the words, ideas or data of others, the source of the information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks or indentation as appropriate.

miscellaneous:

I. Don't be shy about experimentation. I will be looking for ideas and projects that push the limits.

II. Always talk to me if there are any issues that deal with the projects. I will give you feedback, explanations, suggestions, etc. Do not be afraid to run any concept or idea by me. I want to encourage creativity and experimentation as long as you understand the fundamentals.

III. This class is intended to serve your needs. Learning requires active participation. If you have personal suggestions or requests, please do not hesitate to address them.

IV. Do not to use the computers, scanners, and printers for other class projects or work on any other projects during class time other than our own.

V. Food and drink are prohibited in computer labs.

VI. Show respect and be helpful to your fellow students. Have your work done and be present when we view the class work. Help each other in the lab. Remember, the person you help today might return the favor in the working world. Start creating your contacts now.

VII. Participate in SAGA (Student Advertising Graphics Association) here at CSUN and AIGA (American Institute of Graphic Arts) Los Angeles Chapter events. Begin to immerse yourself in the industry. It will help you greatly.

projects:

There will be four projects in this course and one exercise. The schedule is handed out on a per project

basis and is subject to change. You will receive these via email as well as updates and any additional course information. **Please forward your CSUN email accounts to your main email account if you do not use it! This is the primary method of communicating with you outside of the classroom.**

*this syllabus is subject to change

search

contact:

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818-677-3022

aol aim:
mindisplay

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