

ART 223 -01(10151)



A

LETTERING AND TYPOGRAPHY (ACTIVITY)(3 UNITES)

Monday: 1:00PM - 6:45PM

VA-D260 - Teaching Lab

Instructor: Chen Liu

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Office Hours/Location: One hour prior to each class in room D-260 (classroom)

CATALOG DESCRIPTION/ PREREQUISITES

Prerequisite: ART 103. History, design and use of letter forms; the rendering and use of hand-lettered forms. (6 hours activity)

COURSE LEARNING GOALS

An introduction to communication problems, solving through the visual interpretation of typography. The fundamentals of typography and typographic design are explored through a visual contemporary context, primarily with hand rendering, in medium for both experimental and practical problem-solving.

{ Foundation } - Research

Typographic Knowledge:

- Anatomy of typography
- An understanding of type families and usage
- Typographic syntax
- Employ typographic form to meaning
- Demonstrate an understanding of typographic hierarchy
- Understand basic typographic terms and letterform classifications

{ Solution } - Process

- Demonstrate creative problem solving techniques leading to a coherent visual solution
- Show a clear and methodical design process for solving projects using traditional hand skills, tools, and materials
- Develop a cohesive solution for projects through a series of hand rendered pencil sketches and marker compositions
- Apply basic time management skills to meet assignment criteria and deadlines

{ Presentation } - Layout

- Demonstrate verbal presentation skills in both small and large group settings to convey conceptual process or ideation
- Develop a professional attitude and work ethic
- Present concepts using industry standard design vocabulary and terminology.

ART 223 **A** **LETTERING AND TYPOGRAPHY****COURSE CONTENT**

Projects will be assigned with specific parameters for communication with the integration of design skills. There will be four (4) assignments for this course: (Subject to change as instructor deems necessary.)

Project 01: Letter Inking and Modeling

Project 02: Typographic Experimentation

Project 03: TypeCon Poster Design

Project 04: 19 Type Rules - Booklet Design

RECOMMEND BOOK & ONLINE RESOURCES

“Typographic Design: Form and Communication” -Class Book

“Typographic Specimens: The Great Typefaces”

{ Both books by Rob Carter and Philip Meggs }

Linda.com

Behance/Pinterest

More on the web...

RECOMMEND ART SUPPLIES & MATERIALS

Titan Shop

Blick/Utrecht Fullerton

601 North Placentia Ave, Fullerton, CA 714-528-8790;

Art Supply Warehouse

6672 Westminster Boulevard, Westminster, 714 594-9641

Lyon Art Supply

420 E. 4th Street, Long Beach, 562 435-5385

Michaels

201 E Orangefair Mall, Fullerton, 714-992-9272

Pearl Art and craft Supplies

7227 Edinger, Huntington Beach, 714-903-5100

Sterling Art

18871 Teller Avenue, Irvine, 949 553-0101

The Art Store

44 south Raymond, Pasadena, 626 795-4985

Marker, brush, paper, knife, glue, ruler...

OPERATING SYSTEM, SOFTWARE & HARDWARE

{ Macintosh Computer/Windows... } { Adobe Creative Cloud - Illustrator/Indesign/Photoshop... } -School Account for FREE
{ Dropbox/Icloud/Google Drive... } { Laptop/Desktop/External/Hard drive/USB Drive... }

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GRADING PROCEDURE

Assignment grades will be evaluated in 3 areas:

- 1: Design (Idea/concept, implementation of idea, communication, typography, color, sophistication of imagery, originality/ inventiveness, functionality)
- 2: Execution (Technical skill, craftsmanship, the attention to physical detail, meeting requirements)
- 3: Process (research, concept development, process book, time management, daily deadlines, class participation, motivation)

Design 40% Execution 30% Process 30%

The grade breakdown is as follows:

98 – 100% = A+	77 – 79% = C+
93 - 97% = A (outstanding performance)	73 – 76% = C (acceptable performance)
87 – 89% = B+	70 – 72% = C-
83 – 86% = B (good performance)	67- 69% = D+
80 – 82% = B-	63 – 66% = D (poor performance)
	60 – 62% = D- 59% = F

Late assignments will be reduced by one full letter grade for each day they are late.

No make up assignments, but there will be extra credit given throughout the semester. (Check class website for more details)

Art student must achieve grades of C (2.0) or better in all art courses required for the degree.

ATTENDANCE POLICY

The student is allowed two (2) absences [which include a doctor's visit, car trouble, illness, etc.].

Upon the third absence the student's final grade will be lowered by one letter grade.

Upon the fifth [5th] absence the student will automatically fail the course.

A student arriving to class after the first 10 minutes will be considered a late.

Four (4) lates will equal one absence.

A student arriving to class after the first 30 minutes will be considered an absence. Attendance is expected. All lectures, directions, and critiques will not be repeated.

ART 223 **A** **LETTERING AND TYPOGRAPHY****ACADEMIC INTEGRITY**

Integrity and academic honesty are essential components to a quality education.

Cheating—obtaining or attempting to obtain credit for work by the use of any dishonest, deceptive, fraudulent, or unauthorized means—includes, but is not limited to: unacceptable examination behavior, plagiarism, unauthorized collaboration, and documentary falsification. Assignments created outside of class will be evaluated to determine the originality of the work—comparisons within class, comparisons with previous classes, comparisons with other instructors' assignments, consultation with other instructors. It is the responsibility of each student to understand the academic integrity guidelines found in the current student handbook and in the university catalogue (see UPS 300.021), at <http://www.fullerton.edu/senate/documents/PDF/300/UPS300-021.pdf>. "Students who violate university standards of academic integrity are subject to disciplinary sanctions, including failure in the course and suspension from the university. Since dishonesty in any form harms the individual, other students and the university, policies on academic integrity are strictly enforced."

ADVISEMENT

All students are encouraged to meet with a full-time faculty member in the area of study (program or concentration) that they have chosen or are inclined to choose at least one time each semester. Faculty names and office hours are available in the Art Office. When scheduling an appointment, ask the Art Office staff for your file, as this will help the faculty/advisor assist you. Advising is also available in the Student Advising Center, VA-191B.

STUDENT HEALTH AND COUNSELING CENTER

Counseling and Psychological Services (CAPS) strives to help students achieve their academic, professional, and personal goals. Counselors can help students improve coping skills, strengthen personal relationships, navigate the college transition, recover from traumatic experiences, and engage in self-exploration. CAPS offers brief counseling for individuals and couples, group counseling, psychiatric services, referrals, crisis intervention, and workshops to eligible CSUF students. <http://www.fullerton.edu/shcc/>

ART 223 **A** **LETTERING AND TYPOGRAPHY****DISABILITY SUPPORT SERVICES**

"The University requires students with disabilities to register with the Office of Disabled Student Services (DSS), located in UH-101 and at (657) 278-3112, in order to receive prescribed accommodations appropriate to their disability. Students requesting accommodations should inform the instructor during the first week of classes about any disability or special needs that may require specific arrangements/accommodations related to attending class sessions, completing course assignments, writing papers or quizzes/tests/examinations."

See students' rights for documented special needs via the Disabled Student Service Office, UH 101, (657) 278-3117 or as documented at <http://www.fullerton.edu/DSS/>.

ART CLASS CONTENT DISCLAIMER

In the study of art, students can expect to encounter and critically appraise materials that may differ from and perhaps challenge familiar understandings, ideas, and beliefs. Art classes frequently include physical nudity, content, and imagery that may be considered controversial, offensive, or in conflict with some ethical or religious beliefs. Diverse ideas will be discussed with civility and cooperation. Students are encouraged to meet with a faculty member to express specific concerns. When not in conflict with the academic goals of the course, the faculty member will attempt to address these concerns and the applicable course requirements.

EMERGENCY CONTACTS

Students may want to add the following telephone numbers to your cell phone directories: Emergency 911, University Police Dispatch 657-278-2515, and Campus Operation and Emergency Closure 657-278- 4444. (In the event of an earthquake or some other unusual occurrence information is disseminated via this number.) Also please remember that the University website home page has a link to a Campus Emergency Preparedness page with a section on the right hand side of the page listed as "Important Numbers." Also see: <http://prepare.fullerton.edu/>

AFTERHOURS PASSES

Passes are available so students may use university studios afterhours. Applications and passes are obtained in the Art Office. To gain entrance to locked buildings or classrooms, students may call campus security at 657-278-2515.

Campus police will let students into classrooms and, as a safety measure and courtesy, will walk or drive you to your cars when you stay late. (You may also use hall phones to call police.) Please remember to check when class meet before entering classrooms.

ART 223 **A** LETTERING AND TYPOGRAPHY

SOMETHING YOU NEED TO KEEP IN MIND

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Come to class, do the work.
- Polar Bear

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