

Prof. Haikes
230 Gatewood
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Office Hours:
M & W 10:30-11:30
By appointment

Readings

The books for this course include:

Thinking with Type, Ellen Lupton, Princeton Architectural Press, 2004

Learn Font Lab, Leslie Cabarga, pdf and paperback.

Both are available online. Additional readings will be distributed to students throughout the year. We will read excerpts from Weshcler, and others in both PDF and online sources. These readings are required and are directly related to student projects. Students are expected to fully engage with the ideas presented in the text.

Materials

Basic Studio Tools

Sketchbook
Paper
Pencils
Ruler
Grid Paper
Tracing paper
India Ink pen
India Ink
Small brush

Supplies As needed

You will need to obtain tools as dictated by your projects.

Supplies in Studio

Cutting Mat
Paper cutter

Course Title: Letters, Signs and Symbols

Course Number: ART 341
Credits: 3:2:3 P

T & TH 3-5:50
128 Gatewood
Prerequisites: Art 140, Art 241

Course Description:

Letters, Signs & Symbols is an intermediate studio art course dealing with the concepts of uses of signs and symbols, systems of writing and typography and the relationships of words and images. This course will be primarily print based and will include assigned readings in addition to application. This is a studio class, not a theory class; the purpose of the readings and other materials is to give a solid base for practical work, and to understand the issues in making works of art.

This course will engage a historical and cultural view of language and the visual systems that communication involves.

The course is divided into four equal parts; each part will culminate in a final project and critique. Each section of the course will begin with looking at other work, reading and discussing ideas related to the history and theory of letters signs and symbols so that the student understand the implications of their production.

Collaboration, discussion and the exchange of ideas are crucial to the process of the course.

Student learning outcomes:

Upon successful completion of this course a student will be able to:

1. visualize multiple formal solutions to a wide range of typographic problems.
2. employ the full complement of digital and analogue tools to create physical and digital type.
3. Develop a type face in font lab software and apply this font in design problem
4. Visualize information mapping incorporating text and image
5. Critically understand information hierarchies and the systems designers use.
6. critically analyze their own work, as well as examples from the larger visual culture.
7. Engage in art practice research.

The projects

1. Letters

Students will study letters and typography within environmental and conventional type, page layout, multi page layout design. Students will be assigned a word that they will then create layouts for environmental and unique hand drawn typography.

Final outcome 2 pages for a class book.

Critique: 2/14

2. Signs

Students will create a map that includes a system of signs for visually communicating and explaining way-finding.

Final out come: a visual map

Critique: 3/14

Epson Printers
Laser printers

Software

Adobe Photoshop CS4
Adobe Illustrator CS4
Adobe InDesign CS4
FontLab 4.5
You are also free to use any software that is necessary for your projects.

Technical resources

If you are not comfortable with Photoshop and Illustrator, the Visual QuickStart books for those applications are recommended. They are available from Amazon.com. Additionally, the UNCG library has electronic resources of available.

Other materials

Students will need some kind of digital storage medium (i.e., flash drives, disks), if they do not have one already. It is strongly recommended that students buy an external hard drive. Students will need to purchase materials (boards, paper etc) for their projects.

Pay for Print

Students will need to pay for each print made on the large-format Epson printers in the Digital Studio. Your UNCG FirstCard will be charged per foot of print; make sure to keep some money on your FirstCard. Do not

3. Symbols

Students will create currency based on a personal symbolic language.

Final outcome: A new system of currency

Critique: 4/4

4. Systems

Final project: Students will design and implement their own font suite.

Final outcome: Poster using student created font.

Critique: Assigned final exam period

Research Book

Using Indesign, students will create a digital artist research and exercise book. This book will be added to throughout the semester will research assignments and critical analysis of typography and artwork. This can be printed out on the laser printer.

Means of Evaluation

Project #1: letters : 15%

Project #2: signs: 15%

Project #3: symbols: 15%

Project #4: systems : 15%

Research book: Indesign document 15%

Class participation and Discussion: 15%

Design Statements !0%

Grading Criteria

A : Student work must reflect outstanding achievement both in quantity and quality, and all work must be completed as assigned. Student must display exceptional attitude in class participation, response to criticism, and professional conduct. Student ability to communicate visual language and execute ideas exhibits outstanding achievement. Student must adhere to departmental and | or faculty attendance **policy**. *Very difficult to attain.*

B : Student work must reflect above-average achievement both in quantity and quality, and all work must be completed as assigned. Student must display a positive attitude in class participation, response to criticism, and professional conduct. Student ability to communicate in visual language and execute ideas exhibits above-average achievement. Student must adhere to departmental and | or faculty attendance **policy**. *Difficult to attain.*

C : Student work must reflect an acceptable achievement both in quantity and quality, and all work must be completed as assigned. Student must display a positive attitude in class participation, response to criticism, and professional conduct. Student should exhibit an acceptable level of ability in communication visual language and execution of ideas and have an acceptable pattern of attendance. *Most students receive this grade.*

D : Student achievement is below average in quality and | or quantity. Student response to criticism, professional conduct, and participation

use the laser printer instead of paying for a higher-quality print; the difference is obvious, and it will impact your grade.

Clean-up and Lab Care

On the days when we are working in class, it is your responsibility to clean up your work area and leave the classroom as you found it. Remember that no food or drink will be allowed in the digital lab, period. Additionally, the craft room must also be left clean.

Digital Etiquette

Cell phones are not permitted in class. Do not let them ring.

Internet surfing is only allowable if it is course related. However do not waste your nor my time.

Email, please use my UNCG email. It is b_haikes@uncg.edu. Additionally, emails should have greetings, closings and a subject line. If I do not know who the mail is from and /or there is no subject, I do not open it.

Social Media. Please refrain from using social media (facebook, myspace, twitter etc.) in class, unless it is directly related to your project. It is a huge time waster. Do not waste your or my time.

STUDENTS WHO TEXT, SURF OR OTHERWISE ENGAGE ELECTRONIC MEDIA DURING A CRITIQUE WILL BE ASKED TO LEAVE. YOU AND YOUR WORK WILL CONSIDERED BE ABSENT FOR THE DAY.

in class discussion is below acceptable standards or reflects an indifferent attitude. Student work reflects an inability to satisfactorily communicate in visual language and execute ideas. Student pattern of attendance may be unsatisfactory.

F : Student work and attitude reflect an unsatisfactory level of achievement both in quantity and quality. Student exhibits an unsatisfactory ability to communicate in written texts and execute ideas and a pattern of low productivity. Student attendance record may be unacceptable. Students lack of participation in critiques, poor response to criticism, and inappropriate professional conduct will result in a failing grade.

Academic Integrity Policy

Students are expected to abide by the UNCG Academic Integrity Policy for this class. (All out of class assignments are to be completed individually by the student unless otherwise directed by the instructor.

Other requirements

This is an advanced course; students are expected to be self-motivating, to explore and do research on their own as well as in the allotted class time. Attendance **is mandatory; so is being on time, with all materials, ready to work.** You will be permitted one unexcused absence, after which your grade will be reduced one step (e.g. B- to C+). Absences will be considered excused if accompanied by a note from a doctor or health service, or a note on school letterhead from a coach, professor or administrator. Keep in mind that a steady stream of excused absences may affect the quality of your work, and so can have a negative impact on your final grade. Finally, three unexcused lates will equal one absence. Students must be ready to present their final project to the studio for formal critique. **Projects MUST be printed and on the walls, or ready to display, at the beginning of critique.** Projects still printing or being assembled during critique have missed the deadline. Missed deadlines result in a loss of one grade per class period. Students are required to present their projects formally to the class. A missed critique without a valid excuse will result in an F for that assignment. Leaving during a critique will result in an F for that assignment. It is in your best interest even if you are not done to come to the critique.

recommended reading:

Designing Books Practice and Theory | Hochuli and Kinross
The Elements of Typographic Style | Robert Bringhurst
Typography As Communication and Form | Emil Rüder
Typography: a manual of design | Emil Rüder
Getting It Right with Type | Victoria Squire
Typography | Wolfgang Weingart
Grid Systems | Kimberly Elam
Texts on type : critical writings on typography | eds. Steven Heller
Type: The Secret History of Letters | Simon Loxley
Understanding comics : the invisible art | Scott McCloud
The medium is the message | Marshall McLuhan and Quentin Fiore