



Syllabus

INTRODUCTION TO TYPOGRAPHY 31602

INSTRUCTOR: Emily G.A. Moody
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CLASS HOURS:
Tuesday & Thursday
10:45–1:15
Kopiko 202

OFFICE HOURS:
Tuesday & Thursday
5:00–6:00
Kopiko 202

COURSE INFORMATION

5 hours lecture/lab per week

Prerequisite: ART112 with a grade of “C” or higher; ART115 with a grade of “C” or higher; satisfactory completion of the Typography portfolio review or acceptance into a NMA as.

ART120 explores letterforms and word compositions in the context of designing with type. Projects and lectures include traditional terms and classifications through contemporary digital typesetting technology.

COURSE OBJECTIVES/COMPETENCIES

Upon successful completion of ART120, the student should be able to:

- Design functional, organized and appealing type compositions through the consideration of page size, grid, whitespace, margins, columns, gutters, visual hierarchy and information chunking.
- Select appropriate typefaces based on the function, anatomy, personality and history of the type, relative to the nature and goals of the project.
- Format type with consideration of typeface, size, styles, color, case, alignment, line-length, leading, paragraph spacing, tracking, kerning, along with other typographic considerations.
- Apply knowledge of the theory, history, and principles of design and animation in the creation of new media art.
- Apply successful problem-solving skills utilizing industry standard applications, technologies, and techniques in the creative and technical production process.

- Communicate effectively, both visually and verbally, by presenting work, defending design decisions and by participating as an active critic during group critiques.
- Design visually appealing page layouts that communicate a typographic message clearly and effectively through the implementation of typographic control, composition and page layout software.

METHOD OF INSTRUCTION

The method of instruction will include lectures, studio demonstrations, project development, individual instruction, in-class exercises, group discussions, and critiques. Examples are presented when important to describe course content. Class projects and procedures are the focus of many course discussions.

EXPECTATIONS

Lectures, demonstrations and general class participation are an important aspect of this course. Your participation during critiques and exercises is expected. Lectures and related information will be given once—they will not be repeated. For unexcused absences, students need to make arrangements with fellow classmates or search the class website for content missed. Note taking during lectures and demonstrations is necessary. Due to the course load, you will be required to spend time outside of class developing your projects.

You may check your email and work on other projects during breaks and open lab time—not during this class.

ATTENDANCE

Each student is responsible for the material presented in class, therefore regular attendance is expected. In order to keep up with all lessons and the general pace of the class it is essential that you arriving promptly and remain for the scheduled class period. Leaving class early without permission will result in an absence marked for that class period. Three tardies will equal one unexcused absence. Consistent lateness and absences may result in a lower grade for the semester. If you are absent for medical reasons, please provide a note from your doctor or nurse. If there is a severe family problem, a long-term personal illness, or something else that may interfere with the course, please discuss this with me as early as possible so that we can develop a strategy.

If a student missed more than six classes, they will automatically fail the course.

INSTRUCTOR ABSENCE

In the event of the instructor's absence, college policy requires students to wait 15 minutes before leaving.

GRADING

You will be completing three projects in the span of the semester as well as one quiz. Participation will also be a factor in your grade.

Found Type Book	100 points
Terminology Quiz	100 points
Smithsonian Brochure	200 points
Publication Design	300 points
Class Participation	100 points
Total Semester Points	800 points

A: 90–100 B: 80–89 C:70–79 D: 60–69 F: 0–59

A project sheet and rubric will be uploaded to the class website that corresponds to each project.

Missing a deadline will result in a full letter grade reduction for that project unless there is a valid medical reason or a family emergency.

Any student missing the final semester critique or not turning in a final project without prior permission will have a full letter grade taken off the final semester grade.

DISABILITY SUPPORT SERVICES

If you are a student with a documented disability and have not voluntarily disclosed the nature of your disability so that we may coordinate the accommodations you need, you are invited to contact the Disability Support Services Office (DSSO) in `Ilima 107, ph.734-9552, or email kap-dss@hawaii.edu for assistance. For students whose primary disability is Deaf or hard of hearing, contact the KCC Deaf Center in Manono 102, ph. 734-9210 (v) or 447-1379 (videophone).

Please note: you will need to contact Kapi`olani CC's DSSO or Deaf Center to request accommodations in a Kapi`olani CC course even if you've already registered or receiving services at another UH campus's disability support program.

STUDENT CONDUCT CODE

A college campus is a community with specific behavior expectations designed to allow all students, faculty, and staff to flourish. Please familiarize yourself with KCC's Student Conduct Code in the course catalog. You should know your rights and responsibilities on campus. The Student Conduct Code describes specific campus policies related to: drug and alcohol use, smoking, lethal weapons, sexual harassment and sexual assault, academic honesty, nondiscrimination, and family privacy.

In all campus environments, Disruptive Behavior will not be tolerated. This means: any speech or action that (1) is disrespectful, offensive, and/or threatening; (2) interferes with the learning activities of other students; (3) impedes the delivery of college services; and/or (4) has a negative impact in any learning environment.

The instructor reserves the right to ask a student to leave the classroom at any point if a student exhibits behavior that is not in accordance with the KCC Student Conduct Code.

THIS CLASS IS A "SAFE ZONE"

Discriminatory or rude comments of any kind, particularly regarding gender, ethnicity, sexual orientation, or religion, will not be tolerated.

Whatever method of evaluation is used, it is understood that the instructor reserves the right to make necessary and reasonable adjustments to the evaluation policies outlined.