



## Typography 2

This course allows students to explore the role that typography can play in shaping the form and content of communication. Through a series of exercises, students will explore a variety of design problems and build skills in communicating meaning. Lectures and demonstrations will build from Typography I and expand the student's knowledge of history, theory, and practical uses of typography. Slide presentations and lectures will introduce students to both the history of typography and contemporary designers. Class critiques and discussion will augment lectures and demonstrations.

Course GD 221  
3 credit hours  
section 4: Wednesday 9–2  
section 2: Thursday 9–3

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**MARYLAND INSTITUTE  
COLLEGE OF ART**

Spring 2008  
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## texts

each project will involve a short reading distributed as a photocopy. original sources will be on the reserve shelf in the library.

great books to buy to grow your library would be:  
type and typography, by phil baines and andrew haslam

typographic design: form and communication by rob carter,  
ben day, phil meggs

and, of course, if you do not already own it, from typography i, thinking with type by ellen lupton

## materials

consider sharing or using reasonable substitutes.

bring to every class:  
flash drive, rewritable cd or access to reliable data storage and retrieval system

sketching and note-taking materials (whatever system that works best for you; just be sure to keep it organized).

bring to class when noted:  
xacto knife, metal straight edge, cutting surface: self healing mat 18 x 20 range, adhesive: rubber cement, glue stick, spray mount, or studio tac, fancy paper for nicer prints

**ADA COMPLIANCE:** In order to provide the highest quality educational experience for every student, MICA is committed to compliance with the ADA and Section 504. Any student who has (or suspects he or she may have) a physical, cognitive, or psychological disability and who wants to request accommodations must immediately schedule an appointment to meet with the Director of the Learning Resource Center, by calling the LRC at 410-225-2416. The LRC is MICA's designated department for determining reasonable accommodations based on legal requirements and will provide the eligible student with an official Accommodation Verification letter to the instructor. Each semester the student must formally request accommodations from the LRC each semester, and format of the Verification letters change each semester to ensure currency. NOTE: Students with disabilities who want assistance during emergency evacuations must register with the LRC within the first week of each semester.

**HEALTH + SAFETY COMPLIANCE:** MICA has developed policies and practices to ensure a healthful environment and safe approaches to the use of equipment, materials, and processes. It is the mutual responsibility of faculty and students to review health and safety standards relevant to each class at the beginning of each semester. Students should be aware of general fire, health, and safety regulations posted in each area and course specific policies, practices, and cautions. Students who have concerns related to health and safety should contact the Environmental Health and Safety Coordinator, Quentin Moseley, at 410-462-7593, or by email at qmoseley@mica.edu.

## course objectives

Understand at a basic level the semantics of typographic messages

Utilize comprehensive typographic vocabulary

Develop an appreciation for fine typography

Appreciate the rich history of typography and utilize historical lessons to inspire your own work

## participation & evaluation

Students that miss classes will be expected to make up all studio work in addition to homework assignments and will not be granted extensions to project deadlines. Students that miss more than three sessions will not earn credit for the course.

each major project will be graded on four criteria:

objectives ability to meet project objectives that exhibits learning through risk-taking and pushing limitations.

presentation quality achieved in design presentation, intention in the effort, craft.

participation ability to articulate ideas in a professional and respectful manner.

process consistent level of effort, and ability to follow a thorough path from concept through refinement to completion.

## expectations

five projects (time permitting), quizzes from reading or lecture, final review, process book

at the end of the course, you will be required to sign up for a formal review, bring all class projects to the session and prepare a professional verbal presentation. reviews will be conducted with a guest critic (visual professional) and faculty.

you will also be expected to turn in a process book of your accomplishments. please do not wait until the last week to begin compiling this significant artifact! compile all projects neatly and chronologically into a three-ring binder for presentation. put sketches (both by hand and printed) and final projects inside or reproductions or photographs that represent the final projects if they are oversize or three-dimensional.