

Bergen Community College  
Division of Arts, Humanities & Wellness  
Department of Visual Art

**Course Designation, Number, and Title:**  
**ART-226 Letterform and Type**

Date of Most Recent Syllabus Revision: \_\_\_\_\_  
Course Typically Offered: Fall X Spring X Summer \_\_\_\_\_ Every Semester \_\_\_\_\_ Other \_\_\_\_\_  
Syllabus last reviewed by: BCC General Education Committee \_\_\_\_\_ Date: \_\_\_\_\_  
(Most courses need review Ad Hoc Committee on Learning Assessment \_\_\_\_\_ Date: \_\_\_\_\_  
by only one of the following) Curriculum Committee: \_\_\_\_\_ Date: \_\_\_\_\_

**Basic Information About Course and Instructor**

Semester and Year: **Spring 2011**  
Course and Section Number: [e.g., ANT-101-001] **ART-226-001**  
Meeting Times and Locations: **W-325; Tuesday, 9:10-1:30**  
  
Instructor: **Asst. Prof. Claire McConaughy**  
Office Location: **W-314**  
Phone: **201-447-7621**  
Departmental Secretary: **Barbara Bliss 201-447-7143**  
Office Hours: **(Office located in room W-314) Tu 1:30-3:30, W 8:30-9am, Th 8:30-9am and by appointment.**  
Email Address: **cmcconaughy@bergen.edu**

**Course Description**

Official Catalog Course Description: **Art 226 Letterform and Type** is the study of typographic design, history, function and creative usage.  
  
List lecture hours, laboratory hours, and credits as applicable, e.g.,  
**\_2\_ lectures, \_2\_ labs, \_3\_ credits**  
  
Prerequisites: **ART-122 2-d design**

**Student Learning Objectives:** As a result of meeting the requirements in this course, students will be able to

- communicate effectively using typography
  - understand the anatomy of letterforms
  - draw, construct and invent letterforms
  - use the fundamentals of graphic design
- Assignments and class participation are evaluated based on achievement of technical and creative concepts, attention to detail, effort and originality of approach.  
Class participation is evaluated based on contributions to discussions, presentation of work and group interaction. The major assessment types utilized in this course are class discussions, graded homework assignments, and a graded final project.

## Means of Assessment

The major assessment types utilized in this course are class discussions, graded homework assignments, mid-semester project and a final project.

## Course Content

Typography is an integral part of graphic design. In this course emphasis will be on the anatomy of letterforms and the interrelationships of letter, word, design and content. Projects will examine type families and their structure, two-dimensional typographic space, information hierarchy and creative use of typography.

## Special Features of the Course (if any)

Typography and Letterform will be taught using hand drawn sketches and roughs that will be turned into final projects using select software packages.

## Course Texts and/or Other Study Materials

The textbook is an excellent resource and will support your learning outside of the classroom.

Typographic Design: Form and Communication

Author: Ben Day, Philip B. Meggs

Publisher: Wiley; 4 edition (November 3, 2006)

ISBN-10: 0471783900

ISBN-13: 978-0471783909

Price approximately: \$24.00

A portable USB Drive with at least 2.0 GB of memory. You must back up all of your work. Approximate price \$18.00

### **MATERIALS:**

\*\*\*Always bring pad with a grid, sketchbook, drawing pencil, 24" ruler, x-acto knife, adhesive, and scissors

Each week I will tell you what you need for the next project.

Paper pad with a grid on it (8.5"x11")

Black presentation board (four boards minimum, 15" x 20" or 16" x 20"). NOT foam core.

HB, 2B, 6B Pencils

Sketchbook/Notebook – 9"x12" or 11"x14" for notes and development of visual ideas

Triangle

Metal straight edge ruler with cork back

Eraser - Mars white plastic eraser

Scissors

X-acto knife and blades

Compass

Rubber cement, glue stick or double sided tape

Inexpensive portfolio with handles (paper or plastic is fine) (optional)

Tackle box or container to carry supplies in (optional)

- Other materials may be required during the semester and will be discussed.

**Research, Writing, and/or Examination Requirement(s)**

Students will be expected to accomplish homework assignments such as creating new typefaces, making page layouts that emphasize type and innovative use of typography and a final project.

**Grading Policy**

A student's final grade for the course is based primarily on his or her performance on the required work for the course (graded homework assignments and final project) and on his or her overall mastery of the material covered in the course. A student's class participation will also be evaluated, and the grade thereon will be used as a factor in determining the student's final grade for the course; but a class participation grade will count for no more than twenty percent (20%) of the final grade.

Grades follow these criteria:

- A = Student whose work and work ethics display exceptional effort and care
- B = Student displays good work ethic, completes assignments with thought and care
- C = Average work and average effort
- D = Student presents below average work and displays little effort in completing assignments
- F = Student does not complete assignments and/or attend class

For final grading purposes:

- Homework and class projects 20%
- Class participation 20%
- Mid-semester project 30%
- Final project 30%

**Attendance Policy**

**BCC Attendance Policy:**

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

Append a statement on the departmental/discipline attendance policy (if any).

Append a statement on the attendance policy for the course.

Attendance will be taken during each class period. Success in a studio art class is dependent upon the student's participation in the studio activities and interaction with other students. Skill and knowledge is acquired as much by doing and participating as it is by reading and responding. This cannot occur if a student is not in class. Therefore, three unexcused absences will result in the lowering of a full letter grade at the end of the semester. Late arrivals and early departures will be noted and count as a half of an absence. Frequent absence and/or tardiness will result in the failure of the course.

**Other College, Divisional, and/or Departmental Policy Statements [optional but recommended]**

**Student and Faculty Support Services [optional but recommended]**

### Student and Faculty Support Services

The Distance Learning Office – for any problems you may have accessing your online courses	Room C-334	201-612-5581 <a href="mailto:psimms@bergen.edu">psimms@bergen.edu</a>
Smarthinking Tutorial Service	On Line at:	<a href="http://www.bergen.edu/library/learning/tutor/smart/index.asp">www.bergen.edu/library/learning/tutor/smart/index.asp</a>
The Tutoring Center	Room L-125	201-447-7908
The Writing Center	Room L-125	201-447-7908
The Online Writing Lab (OWL)	On Line at:	<a href="http://www.bergen.edu/owl">www.bergen.edu/owl</a>
The Office of Specialized Services (for Students with Disabilities)	Room S-131	201-612-5270 <a href="http://www.bergen.edu/oss">www.bergen.edu/oss</a>
The Sidney Silverman Library – Reference Desk	Room L-226	201-447-7436

### Include a Course Outline and Calendar

Weekly Schedule:

NOTE: Weekly schedule may occasionally change due to the pace of projects and topics. It is your responsibility to check with me or other students to get information you may have missed and to be prepared for the next class.

### PART I: FUNDAMENTALS

WEEK 1	Jan 25	INTRODUCTION: Ransom Note
WEEK 2	Feb 1	ANATOMY OF TYPE: 27 <sup>th</sup> Letterform
WEEK 3	Feb 8	ANATOMY OF TYPE: 9 Letterforms
WEEK 4	Feb 15	TYPE & MEANING: Sound
WEEK 5	Feb 22	TYPE & MEANING: Phrase Illustration
WEEK 6	Mar 1	TYPE & IMAGE
WEEK 7	Mar 8	TYPE COMBINATIONS: Lettermark
WEEK 8	Mar 15	COMMUNICATION: Visualizing a concept / Personal Narrative
	Mar 22	Spring Break No Class
WEEK 9	Mar 29	TYPE & COMPOSITION: Directional Poster
WEEK 10	Apr 5	TYPE & COMPOSITION: Directional Poster
WEEK 11	Apr 12	TYPOGRAPHY IN PUBLICATIONS: Page Layout
WEEK 12	Apr 19	TYPOGRAPHY IN PUBLICATIONS: Page Layout
WEEK 13	Apr 26	FINAL PROJECT work period: Typographic Tribute to a Designer
WEEK 14	May 3	FINAL PROJECT work period: Typographic Tribute to a Designer
WEEK 15	May 10	FINAL PROJECT DUE: Typographic Tribute to a Designer