Advanced Typography
Typography 3 Course Overview

Type 3 is a course in typographic theory and practice. During this course we will apply and refine previously learned typographic skills in various contexts: print/web, informational/poetic. Through lectures and projects, you will be introduced to new ways of using and thinking about typography. Through readings and projects, you will learn about it's practice and history. This course will emphasize the importance of *content, audience* and *purpose*. Full listing of objectives of the course (including what skills and knowledge the course emphasizes, reinforces, and introduces) are on the course website at: www.laurafranz.com/courses/T3.

The course work for this class will include the following:
- readings provided in class on the history of typography and type theory
- designing a transportation schedule
- an introductory in-class lesson with the printing press
- four web typography lessons
- writing and designing an online essay on typographic theories / history
- designing a book/print project (6 weeks with Doug Scott)

The course work for this class is intensive. You are preparing for advanced study in your field. Be prepared to work hard. To read, think, write, sketch, discuss, and revise.

Attendance

This class is conducted in a studio format, meaning you work on projects in class. There will be critiques on projects, lectures on design-related topics, demos on software and syntax, and discussions of assigned readings. It is imperative you attend all the classes, arrive on time, stay for the entire class meeting, and meet all the deadlines. Two absences will be accepted, while any more will be considered excessive and may affect your final grade. If you miss a class, it is your responsibility to ask your colleagues what you have missed and to make up the work.

Please attend all critiques... even if you are not prepared to show your own work. You will learn by discussing the work of others!

Schedule

A detailed schedule will be handed out with each project. As we start the semester, I expect we will use the semester in the following way:
First 3 weeks: 3 panels project
Weeks 4-9: printing press, web typography lessons, readings, write and design essay
Weeks 10-15: You'll work with Doug Scott on a book project, who has far more experience than I do as a book designer, while I work with his students on CSS and the online project.

Starting on September 24, I will hold an HTML/CSS help time on Fridays 11–1 in media lab 258 (front lab). If you need additional help with HTML/CSS, please make arrangements to come to the lab at this time. I'll be there!

Final Exam time for morning class is scheduled for:
Monday, December 20, 11:30 AM – 2:30 PM

Final Exam time for afternoon class is scheduled for:
Wednesday, December 22, 11:30 AM – 2:30 PM

Grading	All project grades are based on process, presentation, attention to detail, and ability to discuss and critique your projects as well as your colleagues'. In addition, advanced projects are graded on identifying and communicating an idea through written and visual elements.

A = Excellent (+)
   skill is performed to very high standard of proficiency for this level of the program.
B = Very Good (✓+)
   achieved a high level of proficiency for skill. Clearly exceeds "competency"
C = Good/Competent (✓)
   skill is clearly demonstrated without being exceptional. Students could be thought of as competent in respect to this skill.
D = Poor/Unacceptable (–)
   skill is demonstrated to a poor or unacceptable level.
F = Fail (0)
   skill is absent or performed to a very low level.

Process deadlines, if not met, will merit a 0 grade, and will affect the final project grade. It is your best interest to have sketches, first drafts, refined concepts and final work done on time. Unless stated, all work is due at the beginning of class.

Final grades are the total of all project/process grades, as well as attendance and participation in critiques.

Supplies List	Sketchbook/Notebook

A mac storage device (to back up your work, don't rely only on the server!)
Money on your UMass Pass for color printouts
A server space
   (Shawn Towne has negotiated with hawkhost.com and asmallorange.com. Price will be approx $25-30 for the year, including a domain name. I will provide more information in class. You will need either a credit card or paypal account to obtain a server space.)

Readings	You will be provided with all readings (essays from various sources, chapters from the e-book Typographic Web Design: How to Think Like a Typographer in HTML and CSS). I will also provide a bibliography when we do the readings, so you can refer to those sources later in your career.

Office Hours	Tuesdays 9:00–9:30 in the lab

Wednesdays 11:00–1:00
Thursdays 9:00–9:30 in room 351
Fridays 10:00–11:00

My office is 349A. **To make an appointment, contact Charlene Ryder** at x8546 or via CRyder@umassd.edu. In addition, if you have a quick question email me at LFranz@umassd.edu. Please do not count on me replying to email on weekends.