SYLLABUS | ART 275 | Typography

OVERVIEW

In this course students will learn the fundamentals of typography. Typography is the art of using the principles of design to apply type in ways that are easy to read, and visually appealing. It involves selecting typefaces, adjusting spacing, and organizing text to enhance both design and messaging. Typography is a powerful tool designers can use to influence a layout's style, mood, and readability.

Class time will involve lectures, application demos and technical instruction, exercises, viewings and discussions of related practitioners, artists and designers, work time for projects, as well as individual and group critique sessions.

You are expected to work outside of class. Homework will include independent study, reading, research, and work time for projects. While the majority of the course is dependent on improving our knowledge of typography, your theoretical and conceptual development as artists and designers is just as crucial. To excel at this program and in the field you will need to apply yourself beyond the minimum hours required.

Art & Design Learning Outcomes

- Implement the principles of art and design
- Create art and design concepts that demonstrate critical and analytical thinking
- Develop creative solutions to artistic and intellectual problems
- Conduct research about the contexts of art and design
- Demonstrate awareness of diverse audiences

Course Learning Outcomes

- Study and practice theory and techniques in lettering, type and grids.
- **Identify & Classify**: Recognize and define major type classifications (serif, sans-serif, script) and letterform anatomy (x-height, ascender).
- **History & Culture:** Understand the historical evolution of type and its cultural influences.
- **Terminology:** Use accurate typographic terms (kerning, leading, tracking, hierarchy).
- **Technical Mastery**: Develop proficiency in spacing (kerning, tracking, leading) and creating typographic texture and rhythm.
- **Layout & Hierarchy**: Design clear visual hierarchies and integrate type with imagery for print and web.
- **Software Proficiency**: Utilize industry-standard software (like InDesign) for design, manipulation, and presentation.
- **Problem Solving**: Apply typographic principles to solve design challenges in projects like logos, posters, and documents.
- **Micro & Macro Analysis**: Analyze type at the letter, word, and paragraph levels (micro) and overall layout (macro).
- **Readability & Legibility**: Assess how design choices affect readability and legibility.
- **Cultural Context**: Analyze how culture, economics, and societal shifts influence type design and choices.

KEYS TO SUCCESS

Complete your work on time

Late assignments are not permissible and are not your friend. Designers work for clients who expect to see the work on time.

Late work only hurts your ability to learn as the semester progresses. We build on skills obtained throughout the semester. Turning in work late or (worse) skipping an assignment can put you behind in many ways.

Late assignments,

- will be given a zero (0) grade until submitted.
- are docked points(two to three percentage points) per class period until submitted.
- will be assigned a permanent zero (0) after two weeks have passed.

Students have an option they may use only *once* during the semester to withdraw a project prior to grading in order to refine it before the next class meeting.

Participate in Class

Participation is a great way to support your fellow classmates and receive critical feedback on your own work. Participation makes up for 10% of your final grade in this class, so please be an active participant. Ask and answer questions.

Critiques

It is important to rehearse visual evaluative language in a safe, supportive community of creators. I will guide you through the critiquing process in class. Your participation in—and contribution to— critiques will be a portion of your assessment on each project.

Quizzes

We will likely not have any quizzes in this class, but we may have exercises to complete within a class period!

Attendance

Make ups for missed class activities, exercises, etc, etc. will be provided when due to authorized absences, per the definition provided by the University of Eau Claire.

It is the student's responsibility to inform the instructor of all absences ***prior*** to class. Students may need to provide documentation to assist in qualifying an absence as authorized. Students will need to consult with instructors regarding the nature of the make-up and the due date for an authorized absence.

Although students will not be penalized when absences are authorized, it is important to understand that in some cases the makeup work may be significantly different from the original assignments, exams, etc.

Access to Course Materials

Nearly all course materials will be posted on Canvas. This includes but is not limited to: syllabus, schedules, server access information, presentations, assignment descriptions, discussions, and resources/links. Students are expected to review the course content on Canvas.

Digital File Policy & Digital Documentation

Good digital file management is expected for this course. Keep quality digital documentation of your sketches, design process, and all final projects. ***Lost files due to lack of organization, personal hard drive failures, or computer re-imaging will not be accepted as excuses for late or un-submitted project work***.

It is important to back up your projects both on a cloud-based server(One Drive), flash drive and/or a hard drive to avoid any loss of content.

You may revisit these early projects in the future and you will want access to all design files for portfolio purposes. *This is another skill I will be helping you to improve over the semester*.

Assignments are defined within the context of specific tools. Not using prescribed tools (Adobe, Word, etc.) or being able to show evidence of their use may result in a significant point reduction for assignments.

Final Evaluation

A final project evaluation and in-class critique will be conducted at the end of the course (date/time in course schedule).

MATERIALS

- Bienfang Designer Series No. 360 9" x 12" - 50 sheet pad.
- Sketchbook
- Graph paper
- Standard pens or pencils
- Cork-backed metal ruler.
- Uni-Ball Vision Elite Pens - Black and pencils for sketching

  *Consider bringing safety guards and a pack of bandages for incidental nicks or cuts.

Associated Textbooks

Thinking with Type (Rev & Exp), Author: Lupton, Edition: 2nd, Price: 27.95 USD (Available for rental at the UWEC Bookstore)

Grading

Individual student grades will consist of several elements including:

- Contributing and participating in class discussions
- Assignments and Exercises
- Project

Students are also evaluated on understanding & application of concepts, improvement over the semester, craftsmanship & presentation of assignments, originality

& concept development, appropriate use of class time, classroom participation, work ethic, and overall attitude. Not participating or showing up will mean a lower grade -- or not passing.

The grade numerical cutoffs are listed below:

A	A-	B+	B	C+	C	F
93%+	90-92%	87-89%	80-86%	77-79%	70-76%	Anything Else

A – Exceptionally exceeds requirements of the course

B – Exceeds requirements of the course

C – Satisfactorily meets the minimum requirements of the course

F – Not enough proficiency or production to fulfill requirements—must retake the course

Personal Integrity and Academic Conduct

Per the Blugold Student Conduct Code under student academic misconduct, 'Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for the respect of others' academic endeavors.' These student responsibilities are important, and deviations from these responsibilities have consequences. (* Insert AI statement). The disciplinary procedures and penalties for academic misconduct are described on the UW-Eau Claire Dean of Students web site: https://kb.uwec.edu/articles/blugold-student-conduct-code.

Use of generative AI may be allowed in specific circumstances in this course; use of AI outside of the stated boundaries of the assignment is not authorized and will be treated as academic misconduct. Use of AI should be noted within the assignment or as a citation. Advice on how to cite AI use is available here.

And finally,

- Treat your classmates with kindness. Don't discriminate against your classmates or anyone else.
- Be nice! Don't say things you will regret.
- Mind your language - let's try to keep this a PG-13 classroom.
- Respect people's boundaries.
- Turn off your phones in class.
- Avoid checking your email, Facebook, Twitter, or YouTube in class.

Be respectful of the wonderful diversity we get to enjoy at UW Eau Claire. Show respect. Have respect. Be kind.

ACCESSIBILITY, INCLUSIVITY AND CULTURE

In keeping with the university's strategic goals of fostering a campus climate that is equitable, diverse, and inclusive, a policy for inclusive language was approved by the student and university senates in 2013. The University of Wisconsin–Eau Claire encourages its students, faculty, staff, and administration to use non-sexist language in instances where sex is irrelevant; and to use non-gendered language in instances where gender is irrelevant. The full policy is available on pages 121-122 of the FASRP, and this link provides examples as well as suggestions for linguistic solutions. UW-Eau Claire strives to make learning experiences accessible to all. If you anticipate or experience physical or academic barriers based on disability, please contact the Services for Students with Disabilities (SSD) Office. You can contact them at: https://www.uwec.edu/offices-services/student-success-center/services-students-disabilities.

Implementing reasonable accommodation for students with disabilities is a shared responsibility between the faculty and student. Students need to inform faculty of their SSD approved academic accommodation as soon as possible so that faculty can work in coordination with the Services for Students with Disabilities Office to implement approved accommodations in each course.

Sexual Harassment

Please note, as a Wisconsin State employee, I am obligated to report any claims of sexual harassment or sexual assault. Please know that any such information revealed to me will be forwarded to the Dean of Students. The Dean of Students' office may reach out to you to offer resources and support. If you wish to disclose this information to a confidential resource, you may speak to someone in the Center for Awareness of Sexual Assault, Counseling Services, or Student Health Services.

Helpful Info!

Technology

If you need in-depth training on technology, LTS Training is awesome! Email training@uwec.edu. Remember, Canvas Help is available 24/7/365 by clicking the "Help" area in the global navigation and chatting or calling with support. They will be able to help quickly, so contact them first!

For other tech questions, contact the LTS Help Desk by calling 715-836-5711, or emailing helpdesk@uwec.edu.

Academic and Personal Support

If you find yourself struggling academically or personally, please talk with me! I am here to support you; I understand that you have A LOT going on in your life. Most of you are involved with so much: clubs, activities, jobs, friends & family obligations, and rigorous coursework. It can be a lot to balance, so please take care of yourself. Please reach out if there is anything I can do, or if there is someone I can help to connect you with.

Each student is enrolled(via Canvas) in the Bluprint for a Blugold: Resources for Successful Students Course. In this course,

you will find resources for all your student needs including academic support, technological help, mental health resources, and more.

File Labeling

Please label all course files & emails using the following naming convention and formatting:

Lastname_Firstname_Assignment_Assignment_Desc.file ext

ART 275 SP26- TYPOGRAPHY MODULES

January/February 2026	March 2026	April 2026	May 2026
Week 1 - 1/26 - 1/30 Introductions/Overview, Canvas, Tour **Lecture** - Introduction to Typography **Assignment 1** - Found Typography **Reading** - "Letter" from Ellen Lupton's book *Thinking with Type*	**Week 6 - 3/2 - 3/6** **Critique** - No Critique **Lectures** - Grid, page layout and hierarchy **Assignment 6** - Newsletter Anatomy	**Week 10 - 4/6 - 4/10** **Critique (group) -** Assignment 9 **Lectures -** Prototyping (low res) **Assignment 9** - Infographic: Low res. prototyping	**Week 14 - 5/4 - 5/8** **Critique -** **Assignment 13 -** Shared exercise on small flyer **Lecture -** Work week
Week 2 - 2/2 - 2/6 **Critique** - Assignment 1 **Lectures** - The History and Nature of Typography **Assignment 2** - Typeface drawings and research **Quiz**(out-of-class) on Lupton's "Letter" reading assignment	**Week 7 - 3/9 - 3/13** **Critique** - No Critique this week. **Lectures -** Data, display structures, multi-page documents in InDesign **Assignment 7** - Table Calendar	**Week 11 - 4/13 - 4/17** **Critique (group) -** Assignment 10 **Lectures:** Prototyping (high res) and printing **Field Trip:** Printing Services **Assignment 10** - Infographic: High resolution prototyping	**Week 15 - Week of 5/11** **Critique -** Playbill critiques (could be long!)
Week 3 - 2/9 - 2/13 **Critique -** Assignment 2 **Lectures -** Typographic anatomy **Reading** - "Text" from Ellen Lupton's book *Thinking with Type* **Assignment 3** - Lettering and Prototyping **Discussion** - Week 4 - Assignment Prep	*Spring Break - 3/16 - 3/30*	**Week 12 - 4/20 - 4/24** **Critique -** Assignment 11 **Lectures** - Multi-page typography and typesetting. **Assignment 11** - Playbill: Conceptualization **Exercise 1** - Collaboration and Sources **Exercise 2** - Share your logotype for use as playbill sponsors	
Week 4 - 2/16 - 2/19 **Critique -** Assignment 3 **Lectures** - Applied Typography **Assignment** 4 - Type Prototyping and Compositions **Quiz(out-of-class)** on Lupton's "Text" reading assignment	**Week 8 - 3/23 - 3/27** **Critique -**Assignment 7 **Lectures** - Branding and Logotypes **Assignment 8** - Branding and Logotypes	**Week 13 - 4/27 - 5/1** **Critique (group) -** Assignment 12 **Lectures** - Multipage printing, booklets **Assignment 12.1** - Playbill: Style sheet and asset prep **Assignment 12.2** - Assembling your Playbill	
Week 5 - 2/23 - 2/27 **Critique** - Assignment 4 **Lectures** - Typesetting and Text Overview **Reading** - "Grid" from Ellen Lupton's book *Thinking with Type* **Assignment 5.1** - Text Composition, Linespacing and Alignment **Assignment 5.2** - Using styles and hierarchy **Assignment 5.3** - Lists, paragraph styles			