Fall 2020 / Syllabus
VA424 / 554 Advanced Topics in Typography
Synchronous Online Studio

INSTRUCTOR	Onur Yazıcıgil
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OFFICE	Online
CLASS	Synchronous Online Zoom Sessions / THURSDAY 16:40–19:30
	Unrecorded Zoom Sessions

INFO — In this course, students who have learned the basics of typography in VA234 will take their knowledge a step further by delving into the micro aesthetics of typography. The class subjects span from advanced multi-page design to custom lettering and type production. Lectures will provide a set of reading materials, critique sessions, demonstrations and video presentations from ISType conference.

POLICIES & PROCEDURES

GRADING
Project 1: %30
Project: 2: %10
Project 3: %60
You will earn a grade based upon your design quality (concepts, execution, presentation) and active participation in class (including the timely completion of work).

A: 96 A−: 92 B+: 88 B: 84 B−: 80 C+: 76 C: 72 C−: 68 D+: 64 D− 60 F: 60<

ATTENDANCE
Attendance to synchronous online classes as scheduled are mandatory. After three absences the student's grade will be lowered one letter grade and lowered another letter grade for each following absence. Students accumulating six or more absences will receive an NA (Not-Attended) for the course. Attendance will be taken only once during the class period. Students are held responsible for all information presented.

PLAGIARISM
Visual arts and visual communication like any other field also adheres to the integrity of honest and originally produced creative work. In the conditions of plagiarism and the unacknowledged use of source material, will result in a failing grade for the project.

MATERIALS
Metal ruler, light duty retractable knife, any heavy weight paper (e.g. bristol) to turn in your final work, and some 'print budget'. Access to Adobe Illustrator and Adobe Indesign.

SUGGESTED BOOKS
The Elements of Typographic Style (4.2)
by Robert Bringhurst

Shaping Text
by Jan Middendorp

SUGGESTED VIDEOS
ISType Conference Presentations
ATypI Conference Presentations

SUGGESTED WEBSITES
Monotype Articles
Typotheque Blog
Explorations in Typography
Thinking with Type

SCHEDULE

WEEK 1
08.10.2020
Introduction to the course and overview of the materials.
Mastering the Art of Fine Typesetting Bartolo, Spiekermann
Project 1: Adobe Fonts, Specimen Design, Libre Fonts

W2 / 15.10.2020
Project 1: Type Specimen Design
Introduction to advanced typesetting techniques
OpenType Fonts: Demonstration on using OpenType features.
Variable Fonts: Demonstration on using Variable fonts

W3 / 22.10.2020
Project 1: Second Drafts
Project 2: Re-designing the "Problematic Poster".

W4 / 29.10.2020
NO CLASS (Republic Day)

W5 / 05.11.2020
Project 1: Final Submission (Printed)
Project 2: First Drafts (Electronic PDF)
Film Screening: Graphic Means (1 hour and 24 minutes)

W6 / 12.11.2020
Project 2: Final Submission (Printed)
Adobe InDesign Workshop (styles, master pages, multi-page docs)
Project 3: Multi-Page Design
Content Research, Sketches, Styles

W7 / 19.11.2020
Project 3: First Drafts

W8 / 26.11.2020
Work in progress / Studio

W9 / 03.12.2020
Project 3: Second Drafts

W10 / 10.12.2020
Work in progress / Studio

W11 / 17.12.2020
Project 3: Fourth Draft

W12 / 24.12.2020
Work in progress / Studio

W13 / 31.12.2020
NO CLASS (New Year's Eve)

W14 / 07.01.2021
Work in progress / Studio

W14 / 14.01.2021
Work in progress / Studio

W14 / 18.01.2021
Project 3: Final Submission
Multi-page PDF
Mockup Spreads JPEG
Indesign Packaged Zip folder