

VA424 / 554 Advanced Topics in Typography

In Person Design Studio Class

INSTRUCTOR Onur Yazıcıgil
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 OFFICE FASS 2091
 CLASS FASS 1050 / THURSDAY 16:40–19:30

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 physical (in person) classes as scheduled are mandatory. **Online attendance will only be accepted if an official health report from Sabanci University is submitted to the instructor prior to the class.** 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](#)

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.

SCHEDULE

WEEK 1	Introduction to the course and overview of the materials.
30.09.2021	Mastering the Art of Fine Typesetting Bartolo, Spiekermann Project 1: Adobe Fonts, Specimen Design, Libre Fonts
W2 / 07.10.2021	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 / 14.10.2021	Project 1: Second Drafts Project 2: Re-designing the "Problematic Poster".
W4 / 21.10.2021	Project 1: Third Drafts Project 2: Re-designing the "Problematic Poster".
W5 / 28.10.2021	Republic Holiday (No Class)
W6 / 04.11.2021	Project 1: Final Submission (Printed) Project 2: First Drafts
W7 / 11.11.2021	Adobe InDesign Workshop (styles, master pages, multi-page docs) Project 2: Final Submission (Printed) Project 3: Multi-Page Design Content Research, Sketches, Styles
W8 / 18.11.2021	Project 3: First Drafts
W9 / 25.11.2021	Work in progress / Studio
W10 / 02.12.2021	Project 3: Second Drafts
W11 / 09.12.2021	Work in progress / Studio
W12 / 16.12.2021	Project 3: Fourth Draft
W13 / 23.12.2021	Work in progress / Studio
W14 / 30.12.2021	Work in progress / Studio
LAST DAY OF CLASS	
W15 / 7.01.2022	Project 3: Final Submission