
LETTERS, SIGNS, AND SYMBOLS

ART 341, Fall 2017, 3 credits
M/W 9–11:50
Gatewood 132
UNCG—School of Art

pre-requisites:
ART 100, ART 101, ART 140,
ART 240

Rachele Riley
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Gatewood 216, T/Th 2–3

If you have a disability that may require an accommodation for taking this course, please contact the Office of Accessibility and Services (336.334.5440) within two weeks of the semester.

ART 341 utilizes letter forms, signs and symbols as configurations for design study.

Student Learning Outcomes

- 1 demonstrating proficiency in applying letter forms, signs and symbols as design elements.
- 2 utilization of specific typeface-related terminology.
- 3 proficiency in operating lab equipment. (i.e. computers, scanners, printers, cameras...)
- 4 strong visual communication skills conveying ideas and information in easily read or viewable formats.
- 5 heightened cross-discipline artist/designer exposure.
- 6 connecting coursework with personal artistic pursuits.

Course requirements

- complete all assignments and submit them on time.
- read assigned materials.
- actively participate in all classroom discussions and critiques.
- attend class and arrive on time.
- stay for the duration of class and be prepared to work by bringing your materials to class.
- plan to spend a minimum of 6 hours each week working outside of class.

Attendance

Attendance, punctuality and participation are essential to your success as a student. During class, valuable information will be covered; therefore you are expected to attend every class. Attendance will be taken each class. The bulk of classroom activity will be devoted to working on class projects; therefore it is beneficial to attend class. Students are responsible for all information and assignments presented during class. It is the responsibility of the student to inform the instructor if they enter the classroom after attendance has been recorded. You will be permitted two unexcused absences for any reason (including religious holidays), after which your grade will be reduced one step (e.g. B- to C+) for each additional absence. Absences will be considered excused if accompanied by a note from a doctor or health service, or a note on school letterhead from a coach, professor or administrator. Keep in mind that a steady stream of unexcused or excused absences may affect the quality of your work, and so can have a negative impact on your final grade. Please note that three late marks equal one absence. Failure to attend class will not be tolerated. Excessive absenteeism will result in a failing grade for the course. In case of other kinds of “emergencies,” see me.

The Studio

This is a communal workspace. You are expected to be respectful of others with whom you share this space. You will follow all posted lab rules. All students must keep the lab tidy and take care of the lab equipment.

Cellular phones should not be seen or heard during class time!

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Grading Policy

This course will employ the college's four-point grading scale. Final grade assessment is based on the following sections. Late assignments will be reduced by one letter grade. Class critiques will follow the completion of each assignment. Critique attendance is mandatory; all students are expected to participate, failure to do so may influence grading.

Section 1: Letters/Form

Section 2: Environmental Kinetic Text

Section 3: Text and Image Sequence

Section 4: Text and Image and Object/Exchange

Final projects should be presented in a finished and professional manner (exhibition ready).

Grading Scale

A system of points will determine final grades for this course. There will be 100 total points available for each student to earn during the course of the semester. Those points will be awarded as follows:

Assignments/projects will carry a total of 22 points each for a sum total of 88 points.

Participation will carry 12 points.

The following scale will be used to assign final grades for the course:

81-100 total semester points = A

61-80 total semester points = B

41-60 total semester points = C

21-40 total semester points = D

0-20 total semester points = F

(To clarify: 81-85 = A-, 86-95 = A, 96-100 = A+. The same system will apply to each point range.)

Grading

Grading in Art courses is not arbitrary. Your semester's grade is dependent on several aspects:

Technical quality. Artisanship. Mastery of hand and digital skills associated with the discipline.

Understanding of craft concerns as evidenced in the appropriate and skillful use of materials and process. Relevant precision and neatness of the work. Portfolio presentation.

Artistic quality of the work. Display of understanding and use of basic design concepts (visual flow, composition, color usage) and basic skills such as drawing, composition and the like. Relationship of the concept to the execution. Appropriate exploitation of techniques, materials and process with relation to concept. Creative and imaginative solutions.

Quantity. Extra trials, prototypes or experimentation. Extra work beyond the assigned problems. More elaborate or challenging interpretation of assignments.

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Semester-long attendance and performance in critiques. Understanding of concepts presented in class as reflected in verbal articulation. Punctuality of the work. Understanding of and follow-through on criticisms as reflected in subsequent work. Motivation and use of class time, effort to grasp concepts, willingness to work, outside readings, outside parallel projects, stamina, continuity, momentum, improvement.

A –Mastery of course content at the highest level

Work showing student’s full involvement in assignment through exploration, research and learning. Work that surpasses the requirements of the assignment through the use of inventive thought.

B – Strong performance

Solid work, showing involvement with assignment.

C – A totally acceptable performance

Work that satisfies the requirements of the assignment shows effort but retains unresolved issues.

D – A marginal performance

Lowest Passing Grade/ Work that is poorly executed

F – Unacceptable performance

Failure/ Missing or incomplete work

Profile of an “A” Student

This student attends class, arriving on time, prepared with materials for the day’s assignment and outside work completed. This person participates in all aspects of class, focusing on assigned work, is cooperative and studies assigned readings. The “A” student consistently produces excellent work. The good craftsmanship is evident in the care and precision the student uses in the execution of work. The comprehension of the project is revealed in the work, understanding the basic concepts of the assignment. He/ She uses inventive thought to create his/her own version of the assignment, while following the guidelines and principles established in class. During critique, the student expresses thoughtful comments to others. The effort and growth that the “A” student has achieved is obvious at the end of the semester.

Resubmitting Assignments

If at first, you do not succeed, resubmit. Each student will be given one opportunity to resubmit a project for an improved grade. This is a courtesy; incomplete work cannot be resubmitted.

Project Sheets

Project Sheets will be presented at the introduction of each Section assignment. These sheets cover a description of the project, its concepts, and materials to be used for each exercise. I will also give you a due date for each project. Keep all project sheets in one folder, as you may need to refer to them.

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Assignments

Students will not be able to complete assignments by working in class only. Each student is required to maintain a working sketchbook. Your sketchbook will be used for drawing outside of class, and more importantly as a device to gather ideas pertaining to assignments.

Portfolio

Each student at the close of the semester will submit a portfolio.

Portfolio requirements include:

- ✦ class projects and documentation of process
- ✦ all homework assignments in chronological order
- ✦ outside work students did on own initiative

Details concerning the presentation of the portfolio will be covered in class.

Materials

Pencils

Black markers, thin and thick.

Tracing paper

Sketch Book

Colored pencils, markers, watercolors or some other way to indicate color.

Spray mount or double-sided tape

Bristol board

Artists Tape

Paper Tape

Bone Folder

X-acto knife and extra blades

Cutting mat

+ *Be prepared to buy additional supplies at any time through the semester.*

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Course Calendar

<i>MONDAY</i>	<i>WEDNESDAY</i>
1	8/16 Introduction to Course/Syllabus
2 8/21 <i>exercise:</i> Anatomy/Type Grey (<i>solar eclipse at 2:42 pm</i>)	8/23 Introduction Project 1: Modular Font Design
3 8/28 Project 1: Fontstruct/Sketch Review	8/30 Project 1: Work Day
4 9/4 <i>labor day holiday—no class meeting</i>	9/6 Project 1: Work Day
5 9/11 Project 1: Review	9/13 Project 1: Test/Print/PROJECT DUE
6 9/18 Project 1: FINAL CRITIQUE	9/20 Introduction Project 2: Environmental Kinetic Text
7 9/25 Project 2: Work Day	9/27 Project 2: Work Day/ Review
8 10/2 Project 2: Work Day	10/4 Project 2: Test/Print/PROJECT DUE
9 10/9 Project 2: FINAL CRITIQUE	10/11 Introduction Project 3: Text and Image Sequence
10 10/16 Project 3: Work Day	10/18 Project 3: Work Day/Review
11 10/23 Project 3: Work Day	10/25 Project 3: Test/Print/PROJECT DUE
12 10/30 Project 3: FINAL CRITIQUE	11/1 Introduction Project 4: Text and Image and Object
13 11/6 Project 4: Work Day	11/8 Project 4: Work Day
14 11/13 Project 4: Work Day	11/15 Project 4: Work Day
15 11/20 Project 4: Test/Print/PROJECT DUE	11/22 <i>thanksgiving holiday—no class meeting</i>
16 11/27 Project 4: FINAL CRITIQUE. PORTFOLIO DUE	11/29 Last day—PORTFOLIO REVIEW

As needed, there will be in class demos in Illustrator/InDesign, Fontbook, scanning, printing and binding AND short lectures, exercises and reading assignments from time to time throughout the semester. Schedule is subject to change. *Thanks to Bryan Ellis and Amy Purcell. This syllabus is based on theirs and uses much of their language.*

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Section 1: Letters and Form

Warm-up exercise—DUE end of class 8/21.

Goals:

- To become aware of typeface characteristics, texture, and typographic grey.
- To create a starting point for discussion of typeface anatomy and classification.
- To demonstrate a research/craft/making method in two different realms (analog and digital).

Assignment:

Create two grey scales of 5 levels, ranging from dark to light. Use examples of black text on white (or close to white) backgrounds only.

Format: 1.5 in x 5 in.

1 Analog

Cut out pieces of text from newspapers and magazine and flyers. Paste/glue pieces of text to Bristol board. Trim carefully to 1.5 x 5 in. Use a cutting mat and sharp x-acto blades.

2 Digital

Screen shot text on screen and place into InDesign file (that is 1.5 x 5 in). Create a pdf.