

Course Information

Type Design I

DSD-3611-C

September 06, 2016–December 13, 2016

Tuesday 03:00PM–05:50PM

209 E 23 St, Room 506

Instructor

Philip DiBello

hello@philipdibello.com

Course Description

As provided by SVA's Registration book, 2016:

“Design is about understanding and developing visual messages so that content connects to its intended audience. A deep and meaningful relationship with typography is at the core of what distinguishes great designers. The focus of this course is built on a fundamental desire to communicate, and will teach you to embrace typography, use it, experiment with it and integrate it into your visual vocabulary so that it becomes a source of inspiration and a rich palette of expression. Developing a passion and sensitivity for typography, understanding composition, typographic form and meaning, and the use of the typographic grid will give you the power to control complex information, establish visual hierarchy and connect with your audience through language.”

This is intended to be a place for discussion of practice, process and theory. Classes will be a combination of critique, in-class workshops, and one-on-one meetings. Throughout the semester readings will be assigned along with each project. Readings can be found on the course's website, <http://philipdibello.com/sva/2016/type-design-1/fall>.

Student Expectations

This course is constructed for a higher level junior design student. It assumes you already have knowledge of fundamental design & typographic principals. Some assignments will be open ended. You must take initiative in every project and make it your own. You're expected to engage in critique, both by giving and receiving feedback.

Attendance is critically important to your the success of your assignments and your letter grade. You're required to be in class at it's start time. If work will be shown, it should be up on the wall once you walk in. Take pride in your work and display it properly. Hang it with clear thumbtacks and make sure it's straight and orderly.

You're required to start a blog/journal of your Junior year. This blog can be a combination of influences, readings, links and so forth of what you're interested in right now. It does not (and should not) be all graphic design imagery. Give your blog a name and send a link to your instructor so it can be added to the list.

Attendance Policy

You're given one absence without repercussion. After this one absence, your grade will drop one letter for each subsequent missed class. If you miss more than three classes you will be withdrawn from the course. Tardiness will not be tolerated.

Grading Breakdown

Grades are a combination of the quality of your work, class participation and progress. Simply showing up will not make you pass the course. You must be prepared for the days lesson, completing any homework or readings assigned and ready to discuss.

A

Your work is of exceptional quality and reflects mastery of the material covered in class. Your class participation is outstanding. Your work steadily improved throughout the semester.

A-

Your work is of very high quality. You frequently participate in class.

B+

Your work is of high quality that indicates substantially higher than average ability. You participate in class.

B

Your work is very good and satisfies the goals of the course.

B-

Your work is good.

C+

Your work is above average.

C

Your work is average and indicates an understanding of the course material; passable. Satisfactory completion of a course is considered to be a grade of C or higher.

C-

Your work is passing but below that required for Good Academic Standing.

D

Your work is of poor quality. You submitted homework assignments that consistently did not follow instructions or involve any effort. Probation level though passing for credit.

F

Your work did not meet the requirements for this class. You did not do any homework, complete projects, or attend class. You will receive no credit.

WF

Withdrawl. This grade can be assigned only by the Registration Office. If a student withdraws from a course during the add/drop period, the course is deleted from his or her permanent record.