

INSTRUCTOR Onur Yazıcıgil
 CONTACT oyazicigil@sabanciuniv.edu
 OFFICE Arranged Zoom meetings
 CLASS <https://sabanciuniv.zoom.us/j/98593469285>
 Wednesday / 15:40–18:30

INFO In this course, students will explore and investigate the macro and micro aesthetics of typography through three visual projects. The class topics span from optimum typesetting to custom monogram and design and learning the organizing principles of typography.

POLICIES & PROCEDURES

GRADING

Project 1: %30

Project 2: %40

Project 3: %30

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.

SCHEDULE

WEEK 1 / 24.02.2021	Introduction to Typography and Class content. Film Screening: Helvetica
W2 / 03.03.2021	Project 1: Monogram x 3 Introduction to form and counterform – Classwork 1-2: Counterform Adobe Illustrator: Demonstration on using vector tools for Typography.
W3 / 10.03.2021	Project 1: First Drafts in-class critique session
W4 / 17.03.2021	Project 1: Second Drafts (Electronic PDF) in-class critique
W5 / 24.03.2021	Project 1: Final Submission Project 2: Morphology in Typographic Composition x 5 Adobe Indesign: Demonstration on using Typesetting Tools.
W6 / 31.03.2021	Project 2: First Drafts
W7 / 07.04.2021	Project 2: Second Drafts (Electronic PDF) in-class critique
W8 / 14.04.2021	Project 2: Third Drafts (Electronic PDF) in-class critique
W9 / 21.04.2021	Project 2: Fourth Drafts (Electronic PDF) in-class critique
W10 / 28.04.2021	Project 2: Final Critique Session Project 3: Text Invader
W11 / 05.05.2021	Final Submission Project 2 (SuCourse submission. 1 PDF file x 5) Project 3: First Draft (Electronic PDF) Online critique session Project 3: Demonstration on OpenType Programming in Fontlab 7
W12 / 12.05.2021	Project 3: Second Draft (Electronic PDF) Online critique session
W13 / 19.05.2021	Project 3: Third Draft (Electronic PDF) Online critique session
W14 / 26.05.2021	Project 3: Fourth Draft (Electronic PDF) Online critique session
W15 / 02.06.2021	Project 3: Fifth Draft (Electronic PDF) Online critique session
W16 / 09.06.2021	Project 3: Final Draft (Electronic PDF) Online critique session