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APRIL 8, 1968

40 CENTS

**Jimmy Breslin on
The Voices of
A City in Trouble**

**Tom Wolfe
Tells If You're
Honk or Wonk**

**Gloria Steinem on
Ho Chi Minh
In New York**

**Clare Boothe Luce on
Kenneth Galbraith's
State Dept. Novel**

New York

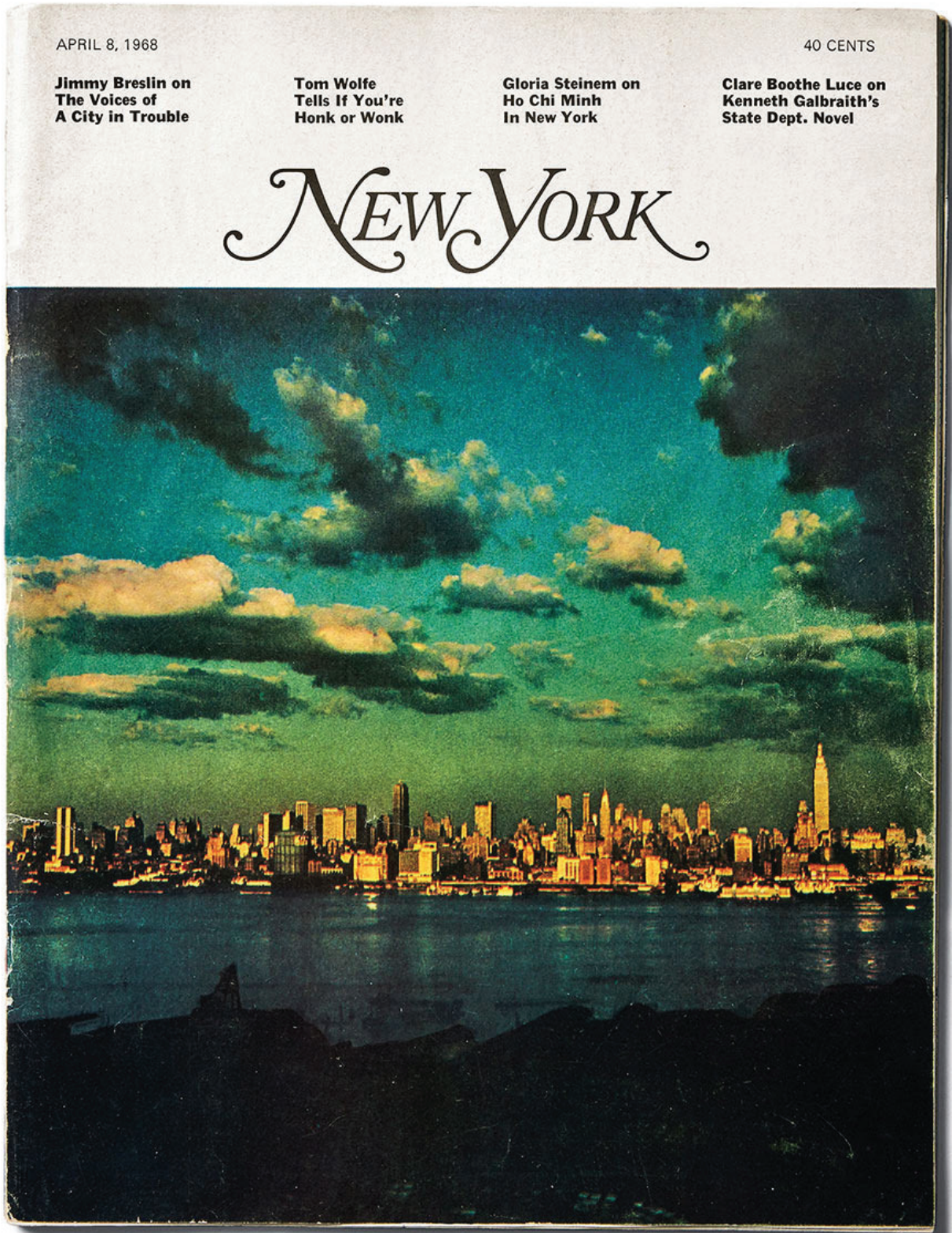The cover of *New York*'s
first issue.

GDES 313.02 Visualizing Language II (3.0 credits)
Terra Hall #1329, Tuesdays, 1:00 – 6:50pm
jarrettfuller.com/viz

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Course Description

This course focuses on the communication of continuous text through the development and design of flexible and relevant typographic systems, and an understanding of how typographic relationships are used to solve communication problems. Students are introduced to the fundamental steps in conceiving, designing and implementing structures for multi-platform reading experiences. The class will cover print- and screen- based media in their own right and consider modular and adaptive cross platform solutions that pay attention to the specific and common requirements of each. Through a process of analysis, research, exploration, evaluation and design, students gain an understanding of how to integrate and harness the potential of editorial and expressive typography.

Office Hours

Before/after class or by appointment.

Course Objectives

1. To apply and expand the skills obtained in the first year of study in the department, namely the development of a vocabulary of visual forms as well as the understanding of the perceptual/conceptual process during which form and content are critically analyzed, evaluated and finally integrated to perform a specific task and to communicate a direct and coherent message. Students will consider:
    — *What message am I attempting to communicate?*
    — *Who am I trying to communicate it to?*
    — *How am I going to communicate it?*
    — *How do the choices I make aid in that communication?*

2. To prepare the student for visual communication skills by introducing an approach to design research and development which is based on the analysis of the syntactic, semantic, and pragmatic relationships pertinent to any visual communication assignment. This will include:
    — *Analyzing and determining informational hierarchies in a given publication.*
    — *Using drawing as a way of thinking and a crucial rst step in the design process.*
    — *Using platform-specific grid systems to unify text and image.*
    — *Exploring the compositional potential of typographic information in multiple mediums.*
    — *Expanding the visual and technical grammar of typography.*
    — *Developing craftsmanship and re nement of typographic sensibilities.*
    — *Developing original imagery which suits the desired tone and chosen content.*
    — *Instilling a sense of self-expression and artistic ownership of one's work and process.*

3. To develop the ability to critically evaluate one's own work and the work of peers, and to work together to further the understanding of course principles for the group as a whole. To learn to explain and defend the choices made in service of goals 1 and 2, and to do so while presenting one's work to the class. To that end students will:
    — *Evaluate their own work, judge progress and quality throughout the design process, knowing that the ability to judge one's own work is a crucial factor in determining the overall quality of that work.*
    — *Being conscious of choices made throughout the design process, and how they serve the communication goals at hand.*
    — *Be prepared to present their findings and their work con dently, utilizing presentation guidelines outlined later in this document.*

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Academic Program
Visualizing Language II GDES 313 is one of two required core courses in the junior year Graphic Design fall curriculum. Prerequisites: Successful completion of the GD sophomore curriculum or by permission of the instructor.

Course Outcomes
Knowledge and Skills:
— An awareness of how choices made throughout the design process affect the message(s) being communicated. The ability to analyze and identify informational hierarchies in a given text.
— Using drawing as a way of thinking and generating ideas.
— Understanding of grid systems and typographic standards and their role in presenting unified text and image content across different platforms.
— Exploring the compositional potential of typographic information.
— Developing the refinement of typographic sensibilities and finer points of craftsmanship in typography. Understanding of how to generate original imagery to aid communication goals.
— A sense of self-expression and artistic ownership of one's work and process. The critical ability to evaluate one's own work, and judge progress and quality throughout the design process.

Deliverables
Project 1: Publication Analysis
    research, analysis and presentation presentations

Project 2: Cross Platform Publication
    concept presentations (to be discussed)
    process / reference project book (to be discussed)
    final presentation prototypes: print and digital forms

Ongoing: Inspiration File / Logbook
    process book and image gallery (see project sheet)
    will be checked individually and occaisionally shared with the class

Course Expectations
Attendance is mandatory. Three (3) unexcused absences may result in failure of the course. Failure to appear on time will be counted as a 1/2 day absence. Six (6) unexcused occurrences of lateness or any combination of absence and tardiness equal to three (3) days will result in failure of the course. Cumulative absences, excused and unexcused, that exceed 25% of the contact hours of the course will result in failure of the course. Please notify the Graphic Design Office at (215) 717–6225, if you will be late or will miss a class for any reason.

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August 28	Class introduction, Syllabus, grading, etc. ASSIGNMENT: Begin Project 1
September 4	IN CLASS: continue work on Project 1
September 11	LECTURE: Publication Terms IN CLASS: Small group critiques, continue work on Project 1
September 18	IN CLASS: continue work on Project 1
September 25	IN CLASS: Present Magazine Anaylsis ASSIGNMENT: Begin Project 2a / magazine concepts
October 2	*IN CLASS: Present Magazine Concepts* ASSIGNMENT: choose one concept and begin type studies
October 9	LECTURE: Working with Grids IN CLASS: work on Project 2, individual meetings
October 16	*FULL CLASS CRITIQUE* IN CLASS: work on Project 2
October 23	LECTURE: Dynamic Layouts IN CLASS: work on Project 2
October 30	*FULL CLASS CRITIQUE* IN CLASS: work on Project 2
November 6	LECTURE: Print to Digital IN CLASS: work on Project 2 ASSIGNMENT: Begin Project 2b
November 13	*FULL CLASS CRITIQUE* IN CLASS: work on Project 2b ASSIGNMENT: send Project 2a to print
November 20	NO CLASS (Classes meet on Friday schedule)
November 27	*FULL CLASS CRITIQUE* IN CLASS: work on Project 2b
December 4	LAST CLASS: Final Presentations Project 2 due in Google Drive

Syllabus subject to change.
*Please visit **jarrettfuller.com/viz** for the latest updates.*

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Class Format
This course will operate as a six-hour studio class, with class time devoted to individual instruction and critique, group critiques and project assignments. Outside project work is expected and crucial to overall performance. Students should be prepared for each studio session with appropriate materials and completed outside assignments.

Grading
This course follows the grading system established by the University:

A	4.00	C	2.00
A-	3.67	C-	1.67
B+	3.33	D+	1.33
B	3.00	D+	1.33
B-	2.67	D	1.00
C+	2.33	F	0.00

University grading policy can be found in the UArts Catalog: catalog.uarts.edu.

Assessment criteria
Students are expected to come to the studio completely prepared for the day's assignments and to work diligently through the duration of class. A positive evaluation for the course will be dependent on prompt and productive class attendance, active participation in group critiques and discussions, thorough execution of outside assignments (i.e. research, research documentation, up-keep of process book, etc.), consistent weekly progress and effective presentation of work.

Technology
This course is digitally intensive. Extensive use of InDesign, Photoshop and Illustrator are required. The software required for prototyping of screen-based media projects will be determined based on collective ability when we begin that part of the project.

Digital Policy
The responsibility for backing up digital files lies solely with the individual student. Corruption of files containing coursework will not be considered a valid excuse for missing a deadline. Students will also be responsible for the quality of work that they accept from any service bureau, bindery, photo-finishing house, or any other vendors commissioned to complete course work. Unwantedcolor shifts can be prevented through testing procedures prior to the final execution of the work to be submitted for the course.

Academic Integrity Policy
Academic integrity is a commitment to the core values of honesty, trust, fairness, respect and responsibility and their role in ensuring the health and vigor of the academic and creative community. Please note that students are encouraged to contact their instructors and/or the University librarians for guidance in maintaining academic integrity intheir work. University policy on Academic Integrity can be found in the UArts catalog: catalog.uarts.edu.

Cell Phones and Social Media
Students should turn off their ringtones during class time. Any emergency phone calls or text messages should be dealt with outside of the classroom. Using class time for any unrelated internet activity will not be tolerated.

Office of Educational Accessibility
UArts values diverse types of learners and is committed to ensuring that each student is afforded an equal opportunity to participate in all learning experiences. If you have or think you may have a learning difference or disability—including a mental health, medical, or physical impairment—that would impact your educational experience in this class, please contact the Office of Educational Accessibility (OEA) at 215.717.6616 or access@uarts.edu to register for

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appropriate accommodations. Faculty can provide course accommodations/modifications only after receipt of an approved accommodations letter from OEA.

Tutoring
Treat the classroom as a collaborative environment. Be generous: compliment each other's skills, when possible. Be willing to teach each other. Additional tutoring outside of the course studio in technical instruction or other skills can be arranged through the following office:

> Advising Center, Academic Achievement Program, and Tutoring:
> Christy Gonzalez, Director
> 1500 Pine Street, Suite 102
> Mondays through Thursdays, 9 am–5 pm
> (215) 717–6820
> email: cgonzalez@uarts.edu

Notice of Nondiscrimination
The University expressly prohibits any form of discrimination and harassment on the basis of race, color, national origin, religion, sex, gender identity, age, mental or physical disability, veteran status, or any other protected classification in accordance with Federal, state, and local non-discrimination and equal opportunity laws. If you have encountered any such form of harassment or discrimination, we encourage you to report this to the Title IX Coordinator and Diversity Administrator, Lexi Morrison, at lmorrison@uarts.edu. Sexual violence, sexual harassment, intimate partner/dating violence, and other forms of sexual misconduct are considered forms of sex-based discrimination and are prohibited by University policy and by law. We encourage students to report any incidents of sexual misconduct by contacting the Title IX Coordinator at titleix@uarts.edu. For more information about options and resources available to those who may have been impacted by sexual misconduct, please visit www.uarts.edu/titleix.