OVERVIEW
Color and Typography, GRC 200 is a 4-credit course. This course is a multidisciplinary investigation of typography and color as critical elements of visual communication. Your attendance, participation, creativity, problem-solving abilities, and diligence are required throughout the semester.

COURSE GOALS
Develop students' typography and color theory knowledge and technical proficiency;
Enhance students' typographic, illustrative, image generation, and compositional design skills;
Provide opportunity for brainstorming, idea generation, self-analysis, and creative experimentation;
Develop students' collaborative working and presentation skills;
Explore historic and contemporary examples of typography and color

LEARNING OUTCOMES
1. Produce a body of design work utilizing typographic, layout, and color theory knowledge;
2. Demonstrate proper implementation of color and typography skills within digital files;
3. Explain and critique work based on typeface classifications, color theory, composition, and concept;
4. Research and present interpretive response to color and typography examples in art history;

REQUIRED SUPPLIES
Notebook / USB drive 2G / Dropbox and Google Drive Accounts / Reliable Internet Connection

TEXTBOOKS
Required

Recommended
Albers, Josef. Interaction of Color: 50th Anniversary Edition

ASSESSMENTS
Your grade will be based on 1145 points throughout the semester:

50 points Typography Timeline [outcome 1 2 3 4]
25 points Type Specimen Poster [outcome 1 2 3 4]
200 points Restaurant Identity [outcome 1 2 3]
100 points Practical Typography Report [outcome 1 2 3 4]
200 points Catalog Spread [outcome 1 2 3]
100 points Packaging Design [outcome 1 2 3 4]
20 points Type & Color Journal
300 points Final: Deck of Color Cards [outcome 1 2 3 4]
6 x 25 points Exercises / Quizzes [outcome 1 2 3 4]
GRADING

95 – 100   A  Projects significantly exceed expectations. Projects demonstrate exemplary process, technical skills, progress, execution, etc. There is a clear understanding of course topics as reflected in regular class participation.

90 – 94    AB Projects exceed expectations, and demonstrate evidence in growth within processes, materials, techniques, execution, and presentation. Solutions to the assignments exhibit an attempt to examine potentials beyond basic assignment requirements.

85 – 89    B  Projects exceed expectations but shows room for improvement. Above average demonstration of processes, materials, techniques, progress, execution, etc.

80 – 84    BC Projects meet expectations. Work is slightly above average requirements of projects and assignments.

70 – 79    C  Projects meet average expectations but lack evidence of growth, individual research or originality. Work demonstrates requirements in an acceptable manner.

60 – 69    D  Projects meet very few expectations. Work is incomplete and showcases below average solutions, and lack of effort. Ability to understand course content is reflected in inadequate projects and/or participation.

0 – 59     F  Student fails to meet expectations. Projects are incomplete and/or not submitted. Inappropriate and unsatisfactory solutions to assignments will result in a failure.

COURSE POLICIES

Schedule
· The class will follow a M/W/F schedule. Course content will be distributed at approximately 12pm on Wednesdays and Fridays by the instructor. Assignments will be due on Monday, Wednesday, or Friday at noon, or otherwise indicated by the instructor.

· Students should complete assignments on their own time. It is the student's responsibility to review the GRC200 eLearning page for updates or changes to this schedule.

· Students should expect to dedicate 8–10 hours / week to this course.

Participation
· You are expected to be a strong contributor to online class discussions. Discussions or forum postings may have a point value assigned, which will correlate with the assignment or unit.

· Coursework will be completed independently or within groups. It is the student's responsibility to participate and communicate effectively with group members.

· Attendance is mandatory. Show up for class promptly and be prepared to work and participate. Attendance is also measured by student’s online presence and contributions to group projects and the eLearning site.

· Attendance is required on critique days and for the final class. Be prepared to present your files at the beginning of the class. Failure to attend the final exam will result in an F for the final project.

· Students are allowed 1 sick day. Please communicate via email if you are ill and will be missing class. Students who are ill or have other personal matters that interfere with successful completion of course requirements must communicate their circumstances with the instructor via email. A doctor's note may be requested.

· 3 or more unexcused absences will result in a failing grade for the course.

· Do not leave before class ends. Students who leave early will be marked as unexcused.

Q & A
· Students are encouraged to discuss content and questions with fellow classmates. Students should not hesitate to also contact the instructor with questions or concerns. Students can expect an email response from the faculty instructor within approximately 12 – 24 hours. Additionally, students are welcome to schedule meetings with the instructor during indicated office hours.

The instructor and the University reserve the right to modify, amend, or change the syllabus (course requirements, grading policy, etc.) as the curriculum and/or program require(s).
Missed Assignments
- Late or missed assignments are not accepted.
- All projects must be uploaded to eLearning prior to the deadline.

ACADEMIC INTEGRITY
The Carroll University Academic Integrity Policy is located in your student handbook (www.carrollu.edu/campuslife/pdfs/handbook.pdf). I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.

ACCOMMODATION FOR STUDENTS WITH DISABILITIES
Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@carrollu.edu.

COURSE OUTLINE
This is a tentative project schedule based on the progress of the class. Refer to the eLearning page for assignment outlines and due dates.

1. Typeface Timeline, Type Specimen Poster, Modular Letterform Exercise (100pt)
   History of Type, Letterpress Printing, Anatomy of Type, Type Classifications

2. History of Typography Quiz (25 pt)

3. Restaurant Identity (200 pt)
   Layout, Hierarchy of Type, Type Pairing, Type Classifications, Kerning, Leading, Spacing, Visual Cues

4. Grid / Table Practice Document (25 pt)

5. Practical Typography Report (100 pt)

6. Catalog Spread (200 pt)
   Layout, Hierarchy of Type, Type Pairing, Grid Structures, Multi-Page InDesign Document Setup

6. Flag Design Exercise (25 pt)
   Properties of Color, Color Harmony, Color and Emotion, Color Contrast

7. Packaging (100 pt)
   Interaction of Color, Effects of Color, Brand Standards Color

8. Interaction of Color Workbook Exercise (25 pt)

9. Color Quiz (25 pt)

11. Final: Deck of Color (300 pt)
   Color Systems, Color Harmony, Color Effects, Color Contrast, History of Color, Mnemonic Color Value, Character and Paragraph Style Systems, Type Pairing, Grid Structures

12. Type & Color Journal (25 pt)

FINAL EXAM
Wednesday, May 10
11:00 am

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