

TYPE & POSTER

COOPERATIVE CENTER FOR STUDY ABROAD

ENGLAND MULTIMEDIA

SUMMER 2022 // JULY 17th - AUGUST 8th

[Course Details]

Exploring Typography and Poster Design in the UK (Credits: 3.0)
ART 331 | ART 498 | ART 490G

[Instructor]

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Office hours on site and by appointment

[Course Description]

This course investigates historic poster and type trends that originated in and around England while also highlighting contemporary design trends. Students will learn about the U.S. based poster initiative "Type Hike" and will compare and contrast poster design while looking at the posters and advertisements that are stapled and placed all over the U.K. Visits to museums, galleries, and design studios in London will provide historic and contemporary perspectives. Incorporating design research, methodologies and their own personal approach, students will develop a poster series which will be curated into an Online blog site that reflects the research and creativity of the entire class.

Throughout the course students will develop a poster series that reflects their design research, methodologies, and own personal approach. All the posters created will then be curated into an Online blog site that reflects the research and process of all students. Students will collaborate as a team to assemble and create the overall look of the site to document their projects. This course focuses on the process of lateral thinking and the visualization of design problems and their solutions and emphasizes effective research, imagination, originality, and execution. *Students in 400 level and graduate courses will receive further instructions on site for advanced level study along with detailed assignment sheets.*

[Prerequisites]

Students need some experience in graphic design and working knowledge of Adobe Creative Suite programs InDesign, Illustrator, and Photoshop, and basic proficiency in those programs. Previous knowledge of basic page layout and study of typography is preferred.

[Course Objectives & Specific Learning Outcomes]

1. Gather primary and secondary data through field trips and excursions (for example, Westminster Abbey, Data and Design Museum, and Tate Modern)
2. Synthesize project requirements with primary and secondary data; utilize primary and secondary data from in-country excursions and experiences to inform both aesthetic and conceptual design decisions
3. Explore current, historical, and cultural trends through visits to museums, galleries, and historical sites; Consider how they may impact visual decision making
4. Examine and apply international influence and culture in creation of visual communication pieces; studying art and design movements that emerged in and around London will provide for a new visual toolkit and serve as a foundation for creative strategy
5. Demonstrate ability to focus on a process of lateral thinking and visualization as it relates to executing compositional skills in type, color, and layout design

[Course Objectives & Specific Learning Outcomes]

6. Utilize “design process” to create effective solutions: 1) problem definition; 2) research; 3) concept development/idea generation; 4) editing and selection 5) composition; 6) refinement; 7) production; and 8) evaluation.
7. Deepen and document learning through written reflections about experiences and the work produced in the class. Students will keep a journal throughout the course and will document the experience through photos and videos; these writings and visual documentations will be curated into a student-curated blog site documenting their research and creative activity.

[Major Topics Covered in the Course]

- Study and comparison/contrast of historic and contemporary poster trends in an international context; we will pay strong attention to both formal aesthetics (art and design work in museums) and informal aesthetics (such as the way-finding signage of the London Underground)
- Strong focus on studying the aesthetic application of type and image utilized by designers featured in the U.S. based poster initiative “Type Hike” and combining that with an influence of English design aesthetics as studied and observed while in country
- Utilize English design trends to study and examine the application of grids and experimental typography in an international context
- Emphasis on design writing and research through explanation of visual narratives which will be communicated and documented via journals and Online blogs

[Required Materials]

Required supplies and technology

Students will need a laptop with Adobe Creative Suite, a digital camera (smart phones with a camera are fine), and a small sketchbook that can be easily carried with you on our excursions. Camera will be used to collect visual inspiration and reference photos for textures and visual elements.

Optional supplies and technology

You may also bring an iPad/apple pencil, or stylus and tablet for lettering and illustration.

[Class Structure]

Course Format

This course will be taught in face to face format. All students are required to be in attendance for all group/class meetings and any group/class excursions and activities.

Lectures/Discussions

Lectures and instruction will take place during our scheduled class meeting times. There may be times the class will go as a group to a certain location nearby for more research or group work.

Critiques

We will critique work digitally and via sketches. *If you aren't prepared for critique, I reserve the right to ask you to leave; it is not fair to your peers who are present and prepared.*

Workflow + Time Management

- Prepare to work on more than one project at once.
- You will be responsible for finding time outside of our scheduled activities to work on your projects.
- This course will require you to prioritize and manage multiple deadlines.
- Working outside of class will be necessary for meeting class deadlines.
- We may critique multiple projects at one time.

[Graded Assignments]

Type Hike Posters

Taking inspiration from the Type Hike aesthetic and marrying the idea of design as art, you will create a minimum of 3 posters that celebrate the historical and cultural significance of England. Type Hike centers on the idea that designers have a responsibility to promote environmentalism and sustainability. Our project will focus on a visual celebration of London and how the city-center helped to develop and establish the city through its history. This should be treated as a research-based design project where your aesthetic decisions are influenced by research and visual narratives. Rather than creating a “promotional poster” designed to sell, these posters will be a purely visual experience where type and image are married together. This course and posters place a strong emphasis on design elements in the physical locations chosen for the posters. While historical aesthetics should inspire design choices, this project is not tied to one particular designer or art/design movement.

Process Journal/Sketchbook

The process journal will catalog each project from its initial sketches through the final design and the various stages in between; along with reflections about your experiences. The process journal is a meta-cognitive project — i.e. showing the “thinking behind the making.” The completed posters and journal will be presented as a digital document during the final presentations at the end of the term. You will be prompted throughout the session with things to write about/document. The journal will involve both sketchbook assignments as well as brief blog posts. You will be responsible for having a minimum number of entries, in addition to your own sketches and research.

Online Portfolio/Blog

As a class, we will work together to curate the poster designs into a portfolio via a blog site that each student will contribute to. The site will feature poster designs as well as a written design/research statement and/or travel log. To streamline the process, we will rely heavily on site templates, making aesthetic and design decisions together as a group along the way.

Online blog/portfolio will include:

- Blog entries/posts from students
- Student work/writings
- A bio page/head shot of each student

[Grading]

Specific assignment parameters will be provided at the start of the project(s).

Grading

Letter grades will be given in this class and will be assigned using the standard grading scale, with any deductions for attendance issues.

Grading Breakdown

- Final (minimum of 3) Posters will be worth 60% of your total course grade
- The process journal/sketchbook will be 20% of your grade.
- Collaboration and contribution to the blog site will be worth 20%

**Missing or incomplete components will be reflected in final grade.*

Grading Breakdown

100-90%=A	Represents an exceptionally high achievement as a result of aptitude, effort and intellectual initiative. Work created exceeded all of the requirements for the project/course.
89-80%=B	Represents a high achievement as a result of ability and effort. Work created met all requirements for the project and exceeded some of them.
79-70%=C	Represents average achievement. Work met all requirements for the project/course.
69-60%=D	Represents the minimum passing grade. Work met some requirements for the project/course and failed to meet some.
<59%=F	Represents unsatisfactory performance and indicates failure in the project/course. Work did not significantly meet requirements for the project/course.

[Attendance Policy]

Program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

Expectations

- Experiencing the place and the culture is a key component of a study abroad experience. Students will have free time to relax and enjoy their time abroad, outside of the planned excursions and studio times. However, with a short time frame for our program, attendance and active participation is essential.
- Students are expected to attend all planned excursions and be actively engaged during them.
- Students are expected to attend all class studio times.
- Students will need to work outside of scheduled studio times in order to complete their projects.
- Students are expected to be respectful of each other, of the places we will be visiting, of being in another culture.
- Since most of our excursions will be in groups, students need to be at designated meeting places on time.

[Field Trips & Excursions]

This study-abroad course will use in-country sites and locations as our global classroom. These are including, but not limited to:

Historic Sites:

- Westminster Abbey
- Buckingham Palace
- St. James Park
- Hyde Park
- Tower Bridge/Tower of London

Galleries and Museums:

- The National Gallery/National Portrait Gallery
- V&A/Natural History Museum
- British Museum/Museum of London
- Tate Modern/Tate Britain
- Data and Design Museum

COURSE STATEMENTS & CCSA POLICIES

[Additional Costs]

While the CCSA program fee will cover much of the incidental expenditures for required course activities on field trips, it is possible that additional costs will accrue to participants. Therefore, participants need to budget \$100 for such extra class-oriented expenditures.

[Students with Disabilities]

Students with disabilities or special needs must contact the instructor and the CCSA office at least a month in advance of the program's beginning so that accommodations can be made, to the extent possible in a study abroad setting. Students seeking such accommodation must provide CCSA with a copy of the letter on file with their own Office of Disability Services, outlining what services they receive on their home campus.

[Physical Expectations]

Our course will include field trips and other activities which may involve a lot more walking and standing than you may be used to. Please plan to walk an estimate of 3-4 miles per day—*please note that this may not be constant walking, but cumulative.* We will take short breaks when time allows, but please plan to walk more than normal. This is including but not limited to: walking to museums and galleries, walking during on-site excursions, and walking to and from public transportation (i.e. bus/subway).

Comfortable footwear is a must! Please plan to bring at least two pairs of comfortable/broken-in walking shoes. Wearing flip-flops or high heels is strongly discouraged.

[Academic Dishonesty]

Responsibility and ethical behavior in all academic endeavors are valued in this course and academic dishonesty (plagiarism and/or cheating) will not be tolerated. Failure to comply with this policy can and will result in failing specific assignments and/or this course for all parties involved. In the event plagiarism is suspected, you will be notified and required to meet with me to discuss any discrepancy in your work(s).

This includes but is not limited to:

- Blatantly copying any concept, idea, or written/visual work that belongs to someone else—this includes fellow classmates or other artists
- Using images that are not yours without proper documentation/citation; In some creative practices, appropriation of images, designs or text may be an intentional strategy, but these images, designs or text should not be represented as your original work.
- Unacknowledged collaboration— for some activities and assignments, collaboration between students may be encouraged. However, for some assignments, I may be looking for individual work without the input of other students. Opportunities for collaboration (if any) will be clearly acknowledged during on-site instruction.