

PROVIDENCE COLLEGE

433.33 Print

3 credit hours

Winter 2010

Dr. Nicholas P. Greco

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Monday, 3:20-4:35; Thursday, 9:50-11:05;

Office Hours: Monday, 9:50-11:05; Wednesday, 9:50-11:05; or by appointment.

SYLLABUS

A. COURSE DESCRIPTION

This course introduces theoretical concepts surrounding print, as well as explores the historical development of the printing press, newspapers and so forth. Issues of design and layout will also be discussed. Furthermore, this course explores the changes and challenges that are being faced by various print media with the emergence of new communication technologies.

B. COURSE OBJECTIVES

Through participation in lectures, classroom discussion and completion of the course requirements:

1. The student will understand the historical development of print media, and theoretical concepts that surround them;
2. The student will begin to understand the intricacies of design and layout, and develop a critical eye toward aesthetics;
3. The student will become familiar with the current challenges and changes to print media in the face of new media technologies.

C. COURSE TEXTS

There is no single text for this course. Readings for each lecture will be assigned in class and will be placed on reserve in the library.

D. COURSE REQUIREMENTS

1. Class attendance, participation and reading of the course texts: It is only in the best interest of the student if he or she attends each class and, in fact, consistent attendance is required. Each student is expected to read the assigned course texts and be prepared to contribute to a meaningful discussion based on those readings. It is on this participation that a portion of the final grade is based. Each student is expected to arrive to class promptly for its beginning.

2. Font Creation: Students are required to create a font. This is a daunting task and must be undertaken early in the term. There are two possible tools that can be used for this assignment. One is *Fontstruct* (found at <http://fontstruct.fontshop.com>). *Fontstruct* is a flash-based tool with a straightforward interface. The other option is *Fontforge*. *Fontforge* is more robust, and also more demanding technically. This software is freeware, and is available for multiple platforms (from <http://fontforge.sourceforge.net>). It is also installed on the Macintosh computers in the Music and Media Lab. Further details will be given in class.

Accompanying a specs sheet of the font will be a short paper (2-3 pages) describing your font, and explaining your intentions in its creation.

3. Discussion papers: Students are required to submit 2 discussion papers (5-6 pages each), 1 on each of the following sets of readings:

a) Friedrich A. Kittler, "Typewriter," *Gramophone, Film, Typewriter*, Geoffrey Winthrop-Young and Michael Wutz, trans. (Stanford: Stanford University Press, 1999), 183-263.

b) All of the readings on the future of print as indicated in the course outline below.

4. Short papers: Students are required to submit 2 short papers (4-5 pages) in which they explore a piece of print media, such as a magazine advertisement, a font, a billboard and so forth. The paper should describe the piece, discuss the audience for such a piece, and focus critically on which elements of the piece work and which elements do not. A colour copy of the piece being discussed must be included with the paper. Feel free to consult the periodical *Communication Arts* in the library.

E. GRADING SUMMARY

Attendance/Participation:	10%
Font Creation:	30%
Discussion papers:	30%
Short papers:	30%

Excellent	A+	4.0	91-100	Satisfactory	C+	2.5	67-69	
	A		85-90		Adequate		C	63-66
	A-		80-84				C-	60-62
Very Good	B+	3.5	77-79	Marginal	D+	1.0	57-59	
Good	B		73-76		D		53-56	
	B-		70-72		D-		50-52	
				Failure	F	0.0	<50	

F. COURSE POLICIES

Full text to the academic policies, procedures and regulations of Providence College can be found online in the Student Handbook (http://www.providencecollege.ca/college/student_life/) and the College Academic Calendar (http://www.providencecollege.ca/college/programs/registrars_office/calendar/).

1. **Class Attendance Policy:** Attendance is mandatory. Missing more than 5 classes **for any reason** will result in a failing grade in the course.
2. **Late Assignment Policy:** Assignments are due immediately at the beginning of class on the date on which they are due. Assignments not remitted at that time will be accepted by hand or in my mailbox with a 10% penalty only until 4:30pm on the day that the assignment is due. Any assignments turned in after 4:30pm of the due day will be accepted but will receive a grade of 0. As there will be no extensions granted for any assignments, please note their due dates.

All written assignments must be typed, double-spaced, using Times New Roman font (12-point only), with 1-inch margins on all four sides of the page. In addition, the text must be left-justified. Proper page numbering must be indicated on each page. Written assignments may be double-sided. The text should also be free of errors in grammar, punctuation and spelling. The paper should be stapled together at the top left corner, without any type of plastic or paper binding. **Failure to follow these guidelines will result in a loss of marks.**

3. **Plagiarism:** Students are expected to demonstrate academic integrity in all its various forms, and will be held accountable for doing so by the policy on Academic Conduct in the Student Handbook (http://www.providencecollege.ca/college/student_life/). One particularly problematic breach of academic integrity is plagiarism, which is stealing from the ideas and writings of another person and passing them off as one's own. For an elaboration of the nature, types, and prevention of plagiarism, see the Providence College document entitled "Academic Dishonesty: The Problem of Plagiarism in Academic Writing," in the Providence College Academic Formation Guide available in the Bookstore.

4. Information and Communication Technologies in the Classroom: **Student use of information and communication technologies for purposes other than class note-taking is not allowed in the classroom, as students are expected to give their total attention to class activities.** Use of cell-phones or iPods is never appropriate in the classroom, and use of laptop computers to play games, chat with others, browse the internet, or engage material not related to the class is always distracting to classmates and disrespectful to the instructor. Unlike some other post-secondary institutions, Providence has not yet found it necessary to ban laptops from the classroom, or prevent wireless internet access in classrooms. Only judicious use of them will keep it that way.

This is a Communications and Media class. As such, the exploration of new communication technologies is encouraged. However, unauthorized use of laptops and other information and communication technologies in this class will not be tolerated.

G. COURSE OUTLINE

- January 11: Introduction
- January 14: Film: *Helvetica*
- January 18: Introduction to Font Creation
- January 21: History of Print: The Transition to Literacy
- January 25: The Transition to Literacy (cont'd)
- January 28: Literate and Semi-Literate Cultures
Short Paper #1 DUE
- February 1: The Invention of Print
- February 4: **NO CLASSES - Missio Dei**
- February 8: The Impact of Print
Font Creation Assignment DUE
- February 11: The Impact of Print (cont'd)
- February 15: **NO CLASSES - Louis Riel Day**
- February 18: Publishing and Publics

- February 22: Print Media
- February 25: Design
Discussion Paper #1 DUE
- March 1: **NO CLASSES - Reading Week**
- March 5: **NO CLASSES - Reading Week**
- March 8: Guest Lecture: Dave Fretz
- March 11: Guest Lecture: Dave Fretz
- March 15: The Future of Print
“The Last Magazine (in Print),” pp.14-15; “Quotes,” pp.18-19; Nick Hampshire, “The E-Paper Catalyst,” pp.30-35; in David Renard, *The Last Magazine* (New York: Universe Publishing, 2006). (ON RESERVE)
- March 22: Guest Lecture: Terry Kennedy
- March 25: The Future of the book
Paul Duguid, “Material Matters: The Past and Futurology of the Book,” *The Future of the Book*, Geoffrey Nunberg, ed. (Berkeley and Los Angeles: University of California Press, 1996), 63-101. (ON RESERVE)
Short Paper #2 DUE
- March 29: The Future of the Book (cont’d)
- April 1: **NO CLASS**
- April 5: Podcast: *Cross Country Check Up: Getting the News* (22 March 2009) (Part 1)
- April 8: Podcast: *Cross Country Check Up: Getting the News* (Part 2)
- April 12: The Future of the Newspaper
Richard Rodriguez, “Final Edition: Twilight of the American Newspaper,” *Harper’s Magazine* (November 2009), 30-38. (ON RESERVE)
- April 15: Conclusions
Discussion Paper #2 DUE