# Proposal Form For Addition And Revision Of Courses

1. **Proposing College / School:** College of Architecture, Design and Construction  
   **Department:** Department of Industrial and Graphic Design

2. **Course Prefix and Number:** GDES 3230  
   **Effective Term:** Fall 2012

3. **Course Title:** Letterpress Imaging

4. **Requested Action:**  
   - [ ] Renumber a Course  
   - [ ] Add a Course  
   - [ ] Revise a Course

5. **Course Credit:**  
   - **Contact/Group Hours:** 7  
   - **Scheduled Type:** 3 studio / 1 lecture  
   - **Weekly or Per Term:** weekly  
   - **Credit Hours:** 4  
   - **Anticipated Enrollment:** 15  
   - **Total Credit Hours:** 4

6. **Prerequisites/Corequisites:** P: GDES 2230.

7. **Grading Type:**  
   - [ ] Regular (ABCDF)  
   - [ ] Satisfactory/Unsatisfactory (S/U)  
   - [ ] Audit

8. **Restrictions:** List specific restrictions in space above.

9. **Course Description:** Experimental imaging using letterpress equipment to develop new techniques appropriate to today's communications industry. Emphasis on individual creativity, experimentation and initiative.

10. **May Count Either:** Program Type or Program Title  
    (Indicate if this particular course cannot be counted for credit in addition to another)

11. **Affected Program(s):**  
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    - BFA  
    - GDES  
    - elective

12. **Overlapping or Duplication of Other Units' Offerings:**  
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - [ ] Applicable  
    - [ ] Not Applicable
14. Justification: The course has been taught as a special topics more than twice. Course covers content not specifically covered within any other course offerings.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources: N/A

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes: Students should gain a basic understanding of processes, techniques, concepts and terminology of letterpress printing. Students will learn new ways of using traditional letterpress techniques to create compelling communications for the 21st century.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline: This course is only taught in the summer.
   Week 1: project 1: Quote project.
   Week 2-3: project 2: Abecedarius project.
   Week 4-5: project 3: Linoleum project.
   Week 6-7: project 4: Photopolymer plate project.
   Week 8-12: final project.

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects: Graded components of the course will include five assignments. Each assignment carries equal weight in the final grade.
   Project #1 Quote Project
   Following a brief lecture on the history of type student will pair up to experience setting metal type from California Job cases using reproduction composing sticks. The second class meeting a demonstration of locking up metal type in a chase and proper technique for printing on a letterpress printing press will be given. Student will then experience the process first hand.
   Objective: Utilizing initial experience in composition and 1/c printing to familiarize students with basic processes and terminology.
   Project #2 Abecedarius Project
   Each student will be assigned one or more letters of the alphabet to design initial caps and supporting images. Initial caps will be laser cut in acrylic and mounted type high. Images will be cut from adhesive craft foam and mounted type high. Experimental 2 color prints will be produced using the Vandercook proof press.
   Objective: Utilizing multiple technologies with 2/c printing to foster creativity, and experimentation
   Project #3 Linoleum Project
   Based on a given theme student will design and produce multicolor linoleum prints experimenting with reduction prints or multiple plates.
   Objective: Utilizing multiple technologies with 3/c printing to foster creativity, and experimentation.
   Project #4 Photo Polymer Plate
   Following a discussion the use of photopolymer plates in contemporary letterpress students will design a typographic piece on computer. Files will be uploaded to an outside vendor for production of photopolymer plates to be used in letterpress printing.
   Objective: Utilizing file preparation, registration, paper selection, and 2/c printing to foster creativity, and experimentation
   Project #5 Final Assignment
   Students will propose, design and execute an large project using experience from equipment and techniques experienced in first four projects of the semester Objective: Utilizing class experience to foster
19. Rubric and Grading Scale:

There will be five projects assigned during the semester. (see calendar)
Each project will be due on a specific deadline at which time we will hold a
class critique. After critique each project will be turned-in in the classroom.
A mid-semester grade will be assigned based on the quality of work
produced for the first two projects assigned and completed during the first
half of the semester. Your final grade will be based on the quality of all work
(first 2 projects plus the subsequent three projects) completed
during the semester. It is critical that you be present for critique. Work
arriving incomplete or late for critique or delivered after the deadline on the
same school day will receive a grade no higher than "D". Work turned in
after that point will receive a grade of "F". Plagiarism will be handled as
specified in the AU Tiger Cub. No work will be regraded. Your participation
in class discussions and critiques is expected. Failure to contribute
constructively in these situations will be brought to your attention and
subsequent failure will be reflected in the lowering of your final grade by
one letter. The final grade will also be adjusted for attendance as noted
above. The following items should be seen as significant factors in
determining the final grade:

1. Development and execution of individual assignments
   (within specified limitations- including deadline, medium, etc.)
2. Ability to conceptualize and apply processes to new techniques
3. Ability to visualize and execute concepts effectively
4. Class participation. Contribution to the functionality of the class
   a) timely use of shared resources (type, leading, furniture, press time)
   b) willingness to assist in tasks (press work, cleanup, etc.)
5. Appropriate utilization of skills and media (craftsmanship)
6. General sense of responsibility
   a) professionally oriented attitude
   b) regular attendance
   c) effective working habits
   d) productive relationship with faculty and peers

Grading
Your final grade will be an average of 5 equally weighted (20% each)
projects plus consideration for attendance as outlined above.

Grading Scale:
A = 100 - 90
B = 89 - 80
C = 79 - 70
D = 69 - 60
F = 59 and below

A Excellent- Work showing strong ability, creativity and self motivation.
Demonstrates an understanding of the project objectives and a mastery
of project skills. Work demonstrates an ability to utilize resources beyond
what is offered in class while still observing the parameters of the
assignment. Excellent craft and presentation.
B Very good- Work demonstrates a clear understanding of key issues and
project objectives.
Work is sound without going beyond the expected. Good class
participation, craft and presentation.
C Average- Project objectives are addressed while work contains
deficiencies of design, craft and/or presentation. There may not be a strong
correlation between the problem and the solution.
D Poor- Work that is carelessly and poorly executed. Decisions relating to
the problem are vague. Work demonstrates a minimum acceptable
understanding of project objectives.
Poor class participation and craft indicating lack of commitment.
F Unacceptable- Work not up to standard for a college student. Poorly
executed craft and presentation.
Work demonstrates a lack of understanding of the objectives of the problem. Shows little evidence of an awareness of aesthetic decisions in relation to design. May indicate late or incomplete work.

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: N/A

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 844-2086 (V/TDD).
Letterpress Imaging
Letterpress Imaging
GDES 3230
Summer Semester 2012
4.0 Credit Hours
Professor: John S. Morgan
Office: 219 Wallace Center 844-3387
e-mail: morga3@auburn.edu
Office Hours: T 10:00-12:00
Prerequisites: GDES 2230

Course Description:
Experimental imaging using letterpress equipment to develop new techniques appropriate to the constantly changing communication industry. Samples printed on the letterpress will be both seen as finished product and manipulated using computer programs and digital output to gain full advantage of modern technology. Emphasis in this class will be on individual initiative, creativity and experimentation.

Course Objectives:
To introduce the student to processes, techniques, concepts and basic terminology of the letterpress printing and to explore new ways of using this time honored craft to produce engaging and compelling communication for the 21st century.

Attendance:
An effective environment in studio courses necessitates student-teacher contact as well as contact between students themselves. It is evident that only those students attending class can benefit from critiques, demonstrations, lectures, or other exchanges which take place during the course of a class meeting. It will be the policy of this class to allow a maximum of two absences during the semester. However, each succeeding absence will incur a penalty of one letter grade from the final grade average. Excused absences are defined by the Auburn University Student Policy eHandbook. Three lates will be counted as the equivalent of one absence. I will mark you absent if you have not arrived by the time I have completed taking roll. It is your responsibility to let me know that you have arrived late so that I can mark you present. Students arriving unprepared will be counted as absent. Students arriving late for critique will be counted absent. You are expected to keep up with your own attendance record. Remaining in this class indicates that you understand this policy and accept the consequences for failure to abide by these guidelines.

Missed Work:
Students are responsible to learn from peers what was missed when they miss class because of an unexcused absence. In case of an excused absence students should contact the instructor the following class day to determine a schedule to make up missed work.

Safety: If you have materials that you want to store in the room you should bring a lock to put on a locker. Students may need to share lockers.

Safety: Mechanical equipment can cause serious injury if carelessly or improperly used. You are required to follow all instructions and safety requirements in operating any equipment in the classroom. Because the safety of our students is a primary consideration any students failing to follow instructions may be dropped from the class at any point in the semester.

Students with Disabilities:
Students who need special accommodations in class, as provided for by the American Disabilities Act, should arrange a confidential meeting with the instructor during office hours the first week of classes – or as soon as possible if accommodations are needed immediately. If you need accommodations you must be registered with the Accessibility Office, 1244 Haley Center, 844-2096.

GDES 3230
Letterpress Imaging
Exams
There are no exams, final or otherwise scheduled for this studio course.

Projects and Deadlines:
There will be five projects assigned during the semester. (see calendar)
Each project will be due on a specific deadline at which time we will hold a class critique. After critique each project will be turned-in in the classroom. A mid-semester grade will be assigned based on the work produced for the first two projects assigned and completed during the first half of the semester. Your final grade will be based on the quality of all work (first 2 projects plus the subsequent 3 projects) completed during the semester.
It is critical that you be present for critique. Work arriving incomplete or late for critique or delivered after the deadline on the same school day will receive a grade no higher than “D”. Work turned in after that point will receive a grade of “F”. Plagiarism will be handled as specified in the Student Policy eHandbook. No work will be re-graded. Your participation in class discussions and critiques is expected. Failure to contribute constructively in these situations will be brought to your attention and subsequent failure will be reflected in the lowering of your final grade by one letter. The final grade will also be adjusted for attendance as noted above.

The following items should be seen as significant factors in grading:
1. Development and execution of individual assignments (within specified limitations- including deadline, medium, etc.)
2. Ability to conceptualize and apply processes to new techniques
3. Ability to visualize and execute concepts effectively
4. Appropriate utilization of skills and media (craftsmanship)
5. General sense of responsibility
   a) Professionally oriented attitude
b) Regular attendance
c) Effective working habits
d) Timely use of shared resources (type, leading, furniture, press time)
e) Willingness to assist in tasks (press work, cleanup, etc.)

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Arrangement to make up a missed lectures or demonstrations due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, make-up work will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up work will be arranged during the last three days before the final exam period begins.

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F Unacceptable- Work not up to standard for a college student. Poorly executed craft and presentation. Work demonstrates a lack of understanding of the objectives of the problem. Shows little evidence of an awareness of aesthetic decisions in relation to design. May indicate late or incomplete work.

GDES 3230
Letterpress Imaging
Summer Semester 2012

General Materials List:
Suggested Text: Little Book of Letterpress
by Charlotte Rivers
Chronicle Books, 2010
apron or old clothes
rubber cement
various sheets of paper and thin cardboard (new and recycled)
old discarded printed material to overprint- watch library discard shelf
3 mm foam- Hobby Lobby
discount coupon http://www.hobbylobby.com/weekly/weekly.cfm
3 Ply chip board about 1/4 sheet
polymer medium and paint brush
metal ruler
Pencils—2B, B, HB, H, 2H
Erasers
X-acto knife, #11 blades
Utility knife, blades (no breakaway blades with plastic handles)
Masking tape
Mounting board for prints, chip board or black matt board
Mac Laptop for manipulating scanned images
Flash drive for saving and moving files
to be purchased as a group:
Linoleum Cutters and golden Linoleum 9” x 12”
Film negatives and Photo-polymer plates and processing
Specific materials may be needed for experimental projects.

Calendar
May 23 (M) Classes Begin, Introduction, sorting type, setting type, Discuss safety. Research current letterpress trends online. Prepare a presentation of your finding to project
Introduce Project #1Quote Project
May 25 (W) Share letterpress research, printing on SP15. Typesetting quote and printing
Introduce Project #2 Abecedarius Project, purchase foam, research initial caps

May 30 (M) Memorial Day Holiday no class
June 1 (W) Work on setting up files and cutting foam, begin laser cutting caps
June 6 (M) Laser cutting caps, assembling blocks, printing first color
June 8 (W) Printing second color, Introduce Project #3 Linoleum Project, begin research
June 13 (M) 2 mounted 2c initial cap prints due, work in class on Linoleum Project
Pass out linoleum materials
June 15 (W) Work in class on linoleum technique
June 20 (M) Continue linoleum project, begin printing first color
June 22 (W) Printing second color, discuss digital manipulation
Mid-Semester
June 27 (M) Linoleum project due, letterpress print and digital manipulation results, introduce Project #4 Photo Polymer Plate assignment, begin research
June 29 (W) discuss design concepts, work on producing files for plates
July 4 (M) Holiday no class
July 6 (W) File of Design for Polymer Plate assignment due with 1/c computer proof
Work on project while waiting for Plates to be made and shipped.
July 11 (M) Mount and begin printing polymer plates, experiment with second color and hand coloring, introduce Project #5 Final Assignment
July 13 (W) Polymer plate assignment due, Concept for Final Assignment due
July 18 (M) work in class
July 20 (W) work in class
July 25 (M) work in class
July 27 (W) Complete final assignment and turn in by end of class -11:50 am
Last Class