

University of Arkansas - Fort Smith
5210 Grand Avenue
P. O. Box 3649
Fort Smith, AR 72913-3649
479-788-7000

General Syllabus

ART 2303 Introduction to Letterpress

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisite(s): None.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description

Introduces the planning, design, and printing of limited edition publications, such as cards, broadsides, posters, and books using handset movable type and hand-operated printing presses. Covers basic elements of design and typography as it relates to actual hands-on printing, and how this technology is incorporated into contemporary design communication. Integrates other printing processes into letterpress work.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Implement a working knowledge of the type, presses, and equipment within the studio including preparing for printing, cleaning, and general upkeep.
2. Print proficiently, with a discriminating eye for concerns of fine craftsmanship.
3. Identify the historical, present, and future applications of letterpress and its role in both traditional and contemporary publication design.
4. Integrate text and image, discovering ways to unite the two successfully.
5. Apply basic elements of typography, design, and visual communication through discussion and critique, incorporating these principles into projects.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills**Critical Thinking**

Students will analyze printing processes and techniques to best ascertain which methods will produce the desired results. They also analyze and develop a sharp eye for fine typography and printing excellence.

Communication Skills (written and oral)

Enhancing communication skill is a primary goal of a typography or printing course. Students will study, analyze, and understand the elements and principles of successful visual and verbal communication. It also introduces them to the idea of combining visual and tactile communication and the vocabulary of materials.

III. Major Course Topics

- A. Terminology of traditional and contemporary printing methods
- B. Setting metal and wood type by hand
- C. Working with imagery in letterpress
- D. Choosing and working with fine printing papers
- E. Safe and skilled operation of hand-operated printing presses
- F. Planning and producing simple limited edition printed publications