This studio course examines the use of typography in long form. Students can expect to work with book-length copy and create engaging layouts using only type. The topics in this course are explored through lectures, independent research and the creative development of body of work.

**Student Learning Outcomes**

- To create a body of work which displays advanced typographic exploration in the print medium.
- To research and explore current type trends as well as historical uses in order to create a body of work which bridges this gap.
- To examine typography as an art form.
- To investigate the use of type and how it is perceived in culture.
- To explore long format type setting in print media.

**Required Texts**

*The Elements of Typographic Style*, Bringhurst.

**Required Materials**

Portable media: Jump drive/ USB drive. At least 1 GB

**Grading Opportunities**

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

Major projects will total 80 points of your final grade. Your journal and process notebook with total 20 points of your final grade.

**Major Projects**

There will be two major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project. There will also be a research project associated with the MFA student. This project will explore current type trends and historical type uses.

**Creative Journal**

You are required to keep a journal through the semester to catalog your experience, inspiration and notes. Recommended size is no smaller than 5 x 7 inches.

**Classroom Policies**

**Late Work**

No late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in & present to the class on an earlier date.
ADA compliance

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me as soon as possible, preferably during the first two weeks of class. All discussions will remain confidential. Contact the Services for Students with Disabilities Office (825-5826) if you have a disability or suspect that you have a disability requiring academic accommodations.

"This syllabus is tentative. Assignment & project dates as well as grading opportunities may change as I see fit.

ADVISING

The college of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College's Academic Advising Center is located in Driftwood 203F, and can be reached at 825-3466.

GRADE APPEAL PROCESS

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

class participation

You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally.

attendance

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible. More than 3 absences (so absence #4) will drop your grade one letter.

cell phones

You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

e-mail addresses

You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

social networking

MySpace and Facebook as well as email is not allowed during lecture or studio work time. These can be used during break times. If you are on these media during an inappropriate class time, you will be automatically deducted points for your current assignment without any notice from me.

ARTS 5314.001

class schedule : this schedule is tentative and may change at any time at my discretion

Week One

• Introduction, Syllabus, Course Overview
• Lecture and Discussion: Rules of Type
• Research: Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.

Week Two

• Begin reading Bringhurst
• Keep your reading progress in your journal. Keep notes on each chapter as well as journal a reflection paragraph about your thoughts.
• Lecture and Discussion: Type in Culture
• Research: Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Begin research for project one

Week Three

• Continue reading in Bringhurst & journal responses
• Continue research and development for project one
• Sketches due for project one

Week Four

• Begin reading Bringhurst
• Lecture and Discussion: Long format typesetting
• Research: Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Turn in sketches for project one
• Present ideas to client

Week Five

• Begin reading Bringhurst
• Lecture and Discussion: Long format typesetting
• Research: Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Continue to work on project one

Week Six

• Begin reading Bringhurst
• Rough print outs of project one
• Review with professor and peers
Week Seven

- Begin reading *Bringhurst*
- Lecture and Discussion: Designing with Type
- Research:
  - Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Continue to work on project one
- Finish project one this week. Present to client.

Week Eight

- Begin reading *Bringhurst*
- Lecture and Discussion: Designing with Type
- Research:
  - Find 5 examples from Whole Foods to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Discuss project two

Week Nine

- Begin reading *Bringhurst*
- Critique on project
- Research:
  - Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Continue to work on project two

Week Ten

- Begin reading *Bringhurst*
- Lecture and Discussion: Book printing
- Research:
  - Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Continue to work on project two

Week Eleven

- Continue reading *Citizen Designer*. Keep journal of reflections.
- Lecture and Discussion: Book Binding
- Research:
  - Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Continue to work on project two

Week Twelve

- Begin reading *Bringhurst*
- Continue to work on project two
- Present progress to client and faculty

Week Thirteen

- Begin reading *Bringhurst*
- Continue to work on project two
- Present progress to client and faculty

Week Fourteen

- Begin reading *Bringhurst*
- Continue to work on project two
- Complete project this week.

Graded Activity

**Major Project One:**
- Create a how-to manual for typography
- Must use readings in *Bringhurst’s* book to choose specific type rules.
- Choose a minimum of 20 rules.
- Objective: create a compelling and interesting type manual.
  - Use visual examples
  - Use only text/type
  - Limited color choice. May use interesting paper.

40% of final grade :: Up to 40 points can be earned on this project.
Student will each be graded on the following:
- Quality of Research: 15 points
- Project effectiveness: 15 points
- Overall Design: 10 points

**Major Project Two:**
- Create long-format bound book
- Take an already-published book and re-typeset and design the book using only type.
- No raster images allowed
- Limited color
- Must be a minimum of 100 pages.

40% of final grade :: Up to 40 points can be earned on this project.
Student will each be graded on the following:
- Quality of Research: 15 points
- Project effectiveness: 15 points
- Overall Design: 10 points

**Other graded activity:**
- Reading response journaling
- Complete journal with creative inspiration and dialogue