course description

Through the use of lectures, demonstrations and studio work students are introduced to the art of typography. An emphasis is placed on the history of type, anatomy of letter forms and appropriate uses of prescribed type faces. Hand rendering and digital media are used.

course objectives & purpose

- To understand the importance of typography
- To learn the history of typography
- To understand the art of creating type faces
- To learn the art of hand lettering and digital lettering
- To understand the role typography plays in graphic communication
- To create a compelling type face design
- To create compositions using only type

required texts

Thinking with Type: A Critical Guide
by Ellen Lupton

Can be purchased at Amazon.com

required materials

See blog for complete list.

grading opportunities

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

Major projects will total 90 points of your final grade.
Your research presentation will count for 10 points of your grade.
major projects

There will be three 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.

CLASSROOM POLICIES

late work

This class will be run as a professional practice agency. Deadlines must be met in the industry or else you lose the job. In the classroom, 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.

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. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

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.

studio work time

We share CCH 231 and CA 225 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in CCH 231. Therefore, you must make the most of your time in the studio.

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.

email 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.

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 203E, 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.
class schedule :: this schedule is tentative and may change at any time at my discretion

Week One

• Introduction, Syllabus, Course Overview.
• Review supply list
• Discuss classroom procedures (between CA and CCH)
• Define set one of terms and turn in next class
• Lecture :: History of Type, part one

Week Two

• Lecture :: History of Type, part two
• Lecture :: Composition of Letterforms
• Discuss project one :: Hand Lettering Alphabet
• Learn to use the calligraphy pen
• Practice making letterforms
• Begin project one
• Work in class on project one
• In Class critique of hand lettering
• Turn in 12 sheets of lettering by end of the week
• Reading assignment :: Lupton, Chapters 1,2,3,4,5
• Decide on Typographer for research project
• Sign up for presentation date for research project

Week Three

• Lecture :: History of Type, part three
• Work in class on project one
• Begin work on numerals
• Lecture :: Numerals
• Complete 12 sheets by end of the week of alphabet
• Complete 4 sheets by end of week of numerals
• Reading assignment :: Lupton, Chapters 6,7,8
• Begin research presentations, don't forget to turn in paper with presentation!

Week Four

• Lecture :: History of Type, part four
• Finish project one, work in class
• Complete one sheet of perfect letters and numerals
• Turn in by end of week
• Present project by end of week
• Reading assignment :: Lupton, Chapters 9, 10
• Continue research presentations, don't forget to turn in paper with presentation!

Week Five

• Guest lecturer, Paula Gron
• Discuss project two :: Digital Lettering Alphabet
• Lecture :: Type Construction continued
• Work in Adobe Illustrator to begin project two
• Trace letterforms (must complete 10 by end of week) in Illustrator
• Work in class
• Continue research presentations, don't forget to turn in paper with presentation!
Week Six

- Continue to work on project two
- Trace letterforms (must complete final letterforms by end of week) in Illustrator
- Trace numerals (all) in Illustrator
- Prepare final sheet for printing
- Final In Class critique of project two
- Take project two to the printer over weekend

Week Seven

- Present project two to panel
- Discuss project three :: Environmental Typography
- Lecture :: Non-Font Typography
- Show-and-tell examples of non-font type
- Choose subject for project three
- Choose location of project three
- Work with local community members to secure location desired
- Reading assignment :: Hand Job (chapters 1, 2, 3)

Week Eight

- Begin working on project three
- Work in small groups for discussion and feedback
- Complete sketches by end of week of site and structure
- Bring in test pieces/materials from site
- Work on-site to create a sample display piece. Photograph this piece and present to the class.
- Reading assignment :: Hand Job (chapters 4, 5)
- Continue research presentations, don't forget to turn in paper with presentation!

Week Nine

- Work on-site this week to complete piece.
- Photograph the process of the piece (50 images needed total)
- Present these in class for critique
- Prepare final piece on site for visitation
- Reading assignment :: Hand Job (chapters 6, 7, 8)
- Continue research presentations, don't forget to turn in paper with presentation!

Week Ten

- Continue work on project three
- Turn in images for gallery invite piece

Week Eleven

- Visitation of each site for final critique (sign field trip form)
- Turn in field trip form
- Gallery show of images from project two this week
- Begin project four :: Typeface design
- Lecture :: Type Design
ARTS 2361 Typography

Week Twelve

• Work on project four in class
• Hand sketches due
• Computer tracing complete this week
• In Class critique of letterforms
• Black and white print outs of type face and numerals
• Work in class this week to complete 50% of project four

Week Thirteen

• Continue to work on project four
• Begin to format final print outs
• In Class critique of progress
• Complete project four

Week Fourteen

• Finish project
• Print outs for project four
• Mounting for project four
• Present on your final exam day
Graded Activity

**Major Project One**
Hand Lettering
Students will create a series of hand lettering sheet practicing calligraphy. These are due on tracing paper, in a plastic sleeve at the beginning of class.

30% of final grade :: Up to 20 points can be earned on this project.
Students will each be graded on the following:
Technical Work: 10 pts
Overall Design: 10 pts

**Major Project Two**
Typography in any Form: Poster
Students will work individually to create a poster design displaying a new font using non-traditional materials. You will be randomly assigned a material to use.

30% of final grade :: Up to 20 points can be earned on this project.
Students will each be graded on the following:
Technical Work: 10 pts
Overall Design: 10 pts

**Major Project Three**
Type Face Design
Each student will create a professional type face first by hand and then digitally. You will create a promotional poster showcasing the font in use as a sales piece for other graphic designers. This is your final.

30% of final grade :: Up to 20 points can be earned on this project.
Students will each be graded on the following:
Technical Work: 10 pts
Overall Design: 10 pts

Other graded work will include readings & response questions each week. See schedule for specific deadlines.

**Research Presentation**
Create a 10 min. Power Point presentation on a font as assigned by professor. The presentation should include information on:

- The designer of the type family/type face
- The history of the family (ie: why it was designed this way, etc)
- Show the complete type family
- Show the family being used in real-world design/advertising you find.

**Chose from the list of Type Faces below:**

- Bodoni
- Caslon
- Garamond
- Rotis
- Futura
- Helvetica
- Mesquite
- Gill Sans
- Zapfino
- Rockwell
- Trajan
- Rosewood
- Shelly Script
- Optima
- News Gothic
- Franklin Gothic
- Baskerville
- Bauhaus
- American Typewriter
- Baskerville
- Bauhaus
- American Typewriter
- Baskerville
- Bauhaus
- American Typewriter
Student Contract

Please read and sign below:

I. By signing below, you agree that you read the syllabus and agree to the tentative schedule and required assignments.

II. You also agree to the cell phone, email and social networking policies as outlined in the syllabus.

III. By signing below, you understand that this studio requires out-of-class work time on the computer using the Adobe Creative Suite software and lettering work by hand.

IV. You agree to alert the professor, Amanda Garcia, if at any time you feel you need additional assistance, one-on-one tutorials or extra help/guidance with a project. If this conversation is not initiated on your end, you understand that it is your responsibility to complete the work as required by the date required on your own.

V. You understand that all grades are based on the following criteria:
   1. Process = In class work on project, making progress check points and participating in class critiques.
   2. Research = Evidence of research in your process and evidence of research in your final artwork.
   3. Overall Design = Evidence of good design techniques, type rules, image requirements and other good design practices and aesthetic appeal.
   4. Presentation = Class critique presentations and final project presentations are expected to be well prepared and extremely professional.

VI. You have read and agree to the attendance policy.

Printed Student Name:

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Signature:       Date: