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.

Student Learning Outcomes

• 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

Typography Workbook: A Real-World Guide to Using Type in Graphic Design
by Timothy Samara

Reference Texts

Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students
by Ellen Lupton

Required Materials

1. Portable Hard Drive (recommended).
2. DropBox Account (free)
3. Other materials as required

Attendance, Participation, & Grading

Attendance is recommended for your success and will be recorded during each class session. Four (4) absences results in a drop of a single letter grade and arriving late to class on three (3) occasions will result in the recording of one (1) absence. Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

This is much less a lecture course than it is a discussion and studio class. Your involvement is essential to the success of this class. You are expected to participate in the critiques of others’ work; one of the best ways to learn about graphic design is to critically look at work.

Design, like art, can be subjective; therefore I will be looking to see if your projects are technically correct and successfully achieve the goals you define at the start of each project. Your success (or failure) will be determined by how well you demonstrate your willingness to understand the application of my lessons to your own creative process.

How will I grade?

Each project will be graded on three factors:
1) discussions, critiques, and other class participation will account for 20%; 2) your creative process will account for 60%; and 3) the final artifact will account for the final 20%.

Please see last page of this syllabus to see the projects you will be completing this semester.

Attendance

Four (4) absences results in a drop of a single letter grade and arriving late (without notice) to class on three (3) occasions will result in the recording of one (1) absence.

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 and present to the class on an earlier date.

Plagiarism

Plagiarism of concept, imagery, layout, or copy (text) of any kind is not tolerated and will result in a failing grade. In the event of an act of plagiarism, you will be reported to the University for academic review.

Professionalism

Cell Phones

Cell phones are to remain off or in silent mode during the full class session. Please do not text message or use your phone in the classroom, except for emergencies. In the case of an emergency phone call please take the call outside.

Music/Headphones

Headphones are not permitted during lectures/presentations by either the professor or your classmates.

Studio Work Time

We share Bay Hall 234 with a number of other classes. You are encouraged to stay until the end of each class to work on your projects. The Graphic Design Think Tank is open for your use as well.

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. You can always forward this address to one that you check on a more regular basis.

Academic 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 Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 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 Dean’s office in the college in which the course is taught or the Office of the Provost.

Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
Week One

In Class
- Introduction, Syllabus, Course Overview
- Video :: Typeface
- Video :: The History of Typography
- Lecture :: Principles of Typography
- Lecture :: Type and Image
- Review :: Adobe Illustrator
- Assignment :: Seeing Type

Homework
- Purchase books
- Reading Assignment
- Complete Assignment Seeing Type
- Research Typeface for Presentation

Week Two

Items Due (Monday)
- Seeing Type (printed by the end of the day)

Items Due (Thursday)
- Typeface Presentations

In Class
- Lecture :: Experimental Typography
- Assignment :: Experimental Typeface
- Discussion :: Sketches/concepts
- Working Day/WIP Critiques
- Typeface Presentations

Homework
- Reading Assignment
- Work on conceptual sketches for typeface

Week Three

In Class
- WIP Critique :: Letterform
- Discussion
- Working Days :: Monday/Tuesday

Homework
- Study for Test (Monday)
- Complete Letterform

Week Four

Items Due (Monday)
- Test on lectures and reading assignments

Items Due (Wednesday)
- Single Letterform

In Class
- Working Week
- WIP Critiques

Homework (Wednesday)
- Expand alphabet to twenty-six characters

Week Five

Items Due (Monday)
- WIP alphabet

In Class
- Working Week
- WIP Critiques

Homework
- Complete alphabet, begin posters

Week Six

In Class
- Working Week
- Individual Discussions
- Final project due last day of class

Homework
- Complete and produce booklet
# ARTS 2361.001

**Summer II // Typography**

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Office Hours</th>
<th>Meeting Time</th>
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<tbody>
<tr>
<td>Nicholas McMillan</td>
<td>T/W 4–6:30 pm</td>
<td>M–R 12–3:45 pm</td>
</tr>
<tr>
<td><a href="mailto:nicholas.mcmillan@tamucc.edu">nicholas.mcmillan@tamucc.edu</a></td>
<td>Bay Hall 113</td>
<td>Bay Hall 234</td>
</tr>
<tr>
<td>361-825-3015</td>
<td></td>
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**Office Hours**
- T/W 4–6:30 pm
- Bay Hall 113

**Meeting Time**
- M–R 12–3:45 pm
- Bay Hall 234

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**Grading Opportunities**

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<thead>
<tr>
<th>Grading Opportunity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td><strong>Week 4 Test (15%)</strong></td>
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<tr>
<td>Students will be given a comprehensive test on the required readings assignments and lectures.</td>
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<td><strong>Week 2 Presentation (15%)</strong></td>
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<td>Select one typeface from the list provided by the professor, research and prepare a 5–7 minute presentation.</td>
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<td><strong>Seeing Type (15%)</strong></td>
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<td>Students will capture a system of letterforms in photographs following strict guidelines; no digital manipulation or collage tactics allowed, and present them as a digital poster.</td>
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<td><strong>Experimental Typeface (55%)</strong></td>
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<td>Students will use—or be inspired by—the form and meaning associated with an every day object to create an entire alphabet. Students will use their newly created alphabet to build words and compose posters that will display their new typeface.</td>
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<tr>
<td>Single Letterform (15%)</td>
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<td>Alphabet (30%)</td>
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<tr>
<td>Posters (10%)</td>
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**Class Schedule**

This schedule is tentative and is subject to change.