Course Description

Through the use of letters, 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, type rules, and the appropriate use of prescribed type faces. Hand lettering and digital media are used.

Student Learning Outcomes

• To understand the basic design principles of typography
• To explore the history of typography
• To understand the rules and uses of typography
• To learn the role of typography in graphic communication
• To create compelling type compositions

Recommended Texts

Thinking With Type: A Critical Guide
By Ellen Lupton

Required Materials

1. Portable Hard Drive (recommended).
2. DropBox Account (free)

Grading

How will I grade?

Each project will be graded on four factors:
1) discussions, critiques, and other class participation;
2) your creative process;
3) technical proficiency;
4) the final artifact.

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

Email

You are required to use your University email address. You can always forward this address to one that you check on a more regular basis.

• Please consider e-mail as official correspondence and be sure to keep copies of e-mails that are sent and received for records purposes.

• Efforts will be made to address your e-mail within 48 hours. If you do not receive an email within 48 hours, please send a follow-up email.

• Please use the subject line in a way that indicates the content of the message. Please also use professional language and include your full name and a complete inquiry in the body of the message. Unprofessional emails will result in non-response.

Attendance

Your attendance and participation are an essential component to success in this class and will be graded as part of a professionalism component.

• After 4 absences, you will lose a single letter grade.
• After 5 absences, you will lose another letter grade.
• After 6 absences, you will be given a failing grade in this course.

• Three (3) late arrivals counts as one absence.
Six (6) late arrivals counts as two absences.

• Three (3) early departures from class count as one absence. Six (6) early departures from class count as two absences.

• Students are required to attend class for the duration of the scheduled time or until the professor dismisses the class.
• Attendance at critiques is mandatory.
# Grading Scale


# Late Work

No late work is accepted.

# 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. Headphones are allowed during studio work time only.

# 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.

# 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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an on-line Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

# Grade Appeal Process

Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

# 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, Room 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.
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
- 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 :: Type face design
• Lecture :: Type Design
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