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 letterforms and appropriate uses of prescribed type faces. Hand rendering and digital media are used.

Student Learning Outcomes

• The student will demonstrate an understanding of basic components of typography; the letterform, typographic grid, hierarchy, and body text.
• The student will identify the cultural, technological, and historical contexts in which typography is used by participating in studio exercises.
• The student will apply techniques to analyze and discuss typographic work by demonstrating a proficiency in written and verbal criticism, analysis, documentation, and reflection.

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.
• E-mail communications should be about class business.
• 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.

Required Texts

Thinking with Type: A Critical Guide by Ellen Lupton

Recommended Texts

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

Required Materials

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

Attendance, Participation, & Grading

Attendance is recommended for your success and will be recorded during each class session.

• Four (4) absences will result in the drop of a single letter grade for the semester.
• Arriving late to class on three (3) occasions will result in the recording of one (1) absence.
• Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
• Leaving early will result in a half absence.

Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

How will I grade?

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

Please see last page of this syllabus to see the projects you will be completing this semester.
<table>
<thead>
<tr>
<th>Grading Scale</th>
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<tr>
<th>Attendance</th>
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<td>Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.</td>
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<td>•You will lose a single letter grade on your fourth (4) absence.</td>
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<td>•Five (5) absences will result in the drop of another letter grade.</td>
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<td>•Six (6) absences will result in the failure of the course.</td>
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<td>•Three (3) late arrivals or early departures will result in the recording of one (1) full absence.</td>
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<tr>
<td>•Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.</td>
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<td>•Attending critiques are mandatory.</td>
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<tr>
<th>Late Work</th>
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<td>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.</td>
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<th>Plagiarism</th>
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<td>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.</td>
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<th>Professionalism</th>
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<td><strong>Cell Phones</strong></td>
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<tr>
<td>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.</td>
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<td><strong>Music/Headphones</strong></td>
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<td>Headphones are not permitted during lectures/presentations by either the professor or your classmates.</td>
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<th>Studio Work Time</th>
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<td>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.</td>
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<th>Academic Advising</th>
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<td>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 online 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.</td>
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<th>Grade Appeal Process</th>
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<td>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 (available at <a href="http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf">http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf</a>). For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, <a href="http://cla.tamucc.edu/about/student-resources.html">http://cla.tamucc.edu/about/student-resources.html</a>. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean's Office.</td>
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<th>Disabilities Accommodations</th>
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<td>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.</td>
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<tr>
<td>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.</td>
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Week One

In Class
- Introduction, Syllabus, Course Overview
- Video :: The History of Typography

Homework (due Wednesday)
- Purchase books

Week Two

In Class
- Monday, September 7, 2015, no class in observance of Labor Day
- Wednesday
  - Assignment :: Hand Drawn Letterforms
  - Assignment :: Presentation
  - Lecture :: Intro to Typography
  - Lesson :: Typographic letters by hand

Homework
- Due Wednesday: Complete seven hand drawn letterforms.

Week Three

Items Due (Wednesday)
- Hand Drawn Letterforms

In Class
- Monday
  - Lecture :: Font vs Typeface
  - Working Day :: Hand Drawn Letterforms
- Wednesday
  - Class Discussion
  - Lecture :: Type Mechanics
  - Assignment :: Letter Project
  - Review :: Adobe Illustrator

Homework
- Work on Letter Project
- Reading Assignment

Week Four

In Class
- Monday
  - Quiz
  - Presentations
- Working Day :: Letter Project
- Wednesday
  - Working Day WIP Critiques

Homework
- Complete Letter Project
- Reading Assignment

Week Five

Items Due (Wednesday)
- Letter Project :: Place PDF in Dropbox

In Class
- Monday
  - Quiz
  - Video :: Typeface
  - Working Day
- Wednesday
  - Class Critique :: Letter Project
  - Assignment :: Historical Typographic Poster

Homework
- Develop sketches for Historical Typographic Poster designs
- Reading Assignment

Week Six

In Class
- Monday
  - Review/Discussion :: Ideas/Sketches
  - Lecture :: What makes a good poster?
- Wednesday
  - Quiz
  - Working Day

Homework
- Continue to work on Historical Typographic poster
- Reading Assignment
Week Seven
In Class
Quiz
Small Group Critiques
Lecture :: TBA
Working Day :: Poster
Homework
Continue to work on Historical Typographic poster

Week Eight
In Class
Working Week
Homework
Finalize and print poster for critique
Create and save PDF file and place into Dropbox

Week Nine
Items Due (Monday)
Historical Typographic Posters due at the beginning of class
In Class
Monday
Class Critique
Wednesday
Review :: Adobe InDesign
Video :: Linotype: The Film
Lecture :: The Beauty of Letterpress

Week Ten
In Class
Monday
Lecture :: Using Typography and Grids
Assignment :: Typography Booklet
Wednesday
Lesson :: Appropriate Typesetting Techniques
Homework
Choose a concept for your typography-inspired booklet and develop detailed sketches for each individual spread.

Week Eleven
Items Due (Monday)
Detailed Sketches due
In Class
Monday
Video :: Helvetica
Small Group critiques/Working Day
Wednesday
Working Day/Individual help sessions
Homework
Continue to work on typography booklet

Week Twelve
In Class
Monday
Individual Reviews, Working Day
Wednesday
Working Day
Homework
Continue to work on final project

Week Thirteen/Fourteen
In Class
Working week with individual critiques
Binding demo
Homework
Continue work on final project

Week Fifteen
Items Due (Monday)
Typography Booklet due
In Class
Class Critique
Grading Opportunities

**Quizzes (15%)**
Students will be given a comprehensive quizzes on the required reading assignments and lectures.

**Presentation (15%)**
Research the content of assigned chapter from *Thinking with Type: A Critical Guide* and prepare a 5–7 minute presentation.

**Hand Drawn Letterforms (10%)**
Students will be required to draw, by hand, seven different characters from the alphabet.

**Letteramax Project (15%)**
Using lettramax letters, create a legible and illegible composition.

**Historical Typographic Poster (20%)**
Students will create, from scratch, a typographic poster for representing a period of history using Adobe Illustrator.

**Typography Booklet (25%)**
Students will create, from scratch, a booklet showing the type rules in InDesign.