Course Description

Through readings, writing assignments, lectures and studio projects, students explore the relationship of type to cultural, political and psychological dynamics of information exchange. The ideas of intellectual impact, complex hierarchy, active/passive readership and emotional expression are all explored with the emphasis on user experience in typographic design.

Prerequisites: GRDS 1301, 1302, 2301, 2302

Student Learning Outcomes

• The student will recognize sensitivity to the formal qualities of letterforms by practicing ways to render type based on historical and social references.
• The student will demonstrate proficient technical skills for hand and digital type composition by creating a unique typeface design.
• The student will employ experience in the selection and arrangement of type for effective legibility and readability.
• The student will explore contemporary uses of hand rendered type and analyze the expressive range of typography as a primary visual, illustrative element by developing, composing, and creating an extended typographic project.

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)

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.

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.
Grading Scale


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.

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

Students who feel they have 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. 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 (http://cla.tamucc.edu/about/student-resources.html). For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

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 (Tuesday)
- Introduction, Syllabus, Course Overview
- Presentation Review :: List of Typefaces
- Video :: *The History of Typography*
- Film :: *Typeface*

**Homework**
- Purchase books
- Reading Assignment :: *Typography is Everywhere, Talking Type, Type Mechanics*
- Research Typeface for Presentation

Week Two

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

**In Class**
- Exercise :: Seeing Type
- Lecture :: Type Mechanics

**Homework (for Thursday)**
- Complete Assignment “Seeing Type”
- Work on conceptual sketches for typeface

Week Three

**Items Due (Tuesday)**
- Experimental Typeface Concept

**In Class**
- Assignment :: Experimental Typeface
- Discussion :: Sketches/concepts

Week Four

**In Class**
- Lecture :: Form and Function
- Discussion

**Homework**
- Complete and Prepare for presentations

Week Five

**Items Due (Thursday)**
- Typeface Presentations

**In Class**
- Working Week/WIP Critiques
- Typeface Presentations

**Homework**
- Complete a Single Letterform
- Reading Assignment :: *Form and Function, Expressing the Unspoken*

Week Six

**Items Due (Tuesday)**
- Single Letterform

**In Class**
- WIP Critique/Discussion :: Letterform
- Lecture :: Expressing the Unspoken

**Homework**
- Complete ten (4) additional letters of your alphabet

Week Seven

**Items Due (Thursday)**
- 5 Letterforms Due

**In Class**
- Working Week
- WIP Critiques

**Homework**
- Study for Test

Week Eight

**In Class**
- Tuesday
- Test on lectures and reading assignments
- Thursday
- WIP Critique

**Homework**
- Complete grid exercise
class schedule  this schedule is tentative and is subject to change

Week Nine

Items Due (Tuesday)

  10 Letterforms Due

In Class

  WIP Critique/Discussion :: Expanding Alphabet

Homework

  Complete ten (5) additional letters of your alphabet

Week Ten

In Class

  Working Week

Week Eleven

Items Due (Tuesday)

  15 Letterforms Due

In Class

  WIP Critique/Discussion :: Expanding Alphabet

Homework

  Complete ten (5) additional letters of your alphabet

Week Twelve

Items Due (Tuesday)

  20 Letterforms Due

In Class

  Working Week

  WIP Critiques

Homework

  Expand alphabet to twenty-six characters

Week Thirteen/Fourteen

Items Due (Tuesday)

  26 Letterforms Due

In Class

  Working Week

  Create poster that displays Typeface and Concept

  Individual Discussions

Homework

  Complete and produce poster

Week Fifteen

Items Due (Tuesday)

  Typeface Poster Due

In Class

  Class Critique
Grading Opportunities

**Test (15%)**
Students will be given a comprehensive test on the required readings assignments and lectures.

**Presentation (15%)**
Select two typefaces from a list provided by the professor, research and prepare a 5–7 minute presentation.

**Seeing Type (15%)**
Students will capture a system of letterforms in photographs following strict guidelines; no digital manipulation or collage tactics allowed, and present them as a 16 x 20 inch digital poster.

**Experimental Typeface (55%)**
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.

- Single Letterform (15%)
- Alphabet & Poster (40%)