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.
Grading Scale


Attendance

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.

• You will lose a single letter grade on your fourth (4) absence.
• Five (5) absences will result in the drop of another letter grade.
• Six (6) absences will result in the failure of the course.
• Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
• Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
• Attending critiques are mandatory.

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. 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.

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 (available at http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). 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’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 is subject to change. Please refer to Blackboard.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Activities</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Review Syllabus, watch video, purchase book, in-class assignment</td>
</tr>
<tr>
<td>2</td>
<td>Letterform anatomy &amp; type classifications lecture, choose person/typeface for Project 1: Research Presentation, in-class type worksheet, in-class type classifications worksheet</td>
</tr>
<tr>
<td>3</td>
<td>Hand lettering: L O, practice quiz, sign up for presentation day (2 per day)</td>
</tr>
<tr>
<td>4</td>
<td>Hand lettering: L O P &amp; Q, graded type anatomy and type term quiz</td>
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<tr>
<td>5</td>
<td>Research presentations begin, Type rules lecture and discussion, in-class type rules assignment and discussion, introduction of Major Project One</td>
</tr>
<tr>
<td>6</td>
<td>Research presentations continue, review concepts for major project one, begin sketches for MP1, Adobe Illustrator overview/review, review for type rules quiz</td>
</tr>
<tr>
<td>7</td>
<td>RP continue, MP1 work in class, type rules quiz</td>
</tr>
<tr>
<td>8</td>
<td>RP continue, MP1 final critique, MP1 turn in</td>
</tr>
<tr>
<td>9</td>
<td>In Class Work</td>
</tr>
<tr>
<td>10</td>
<td>RP continue, MP1 grades review with instructor, MP 2 introduction and review past examples, Lynda.com InDesign for type lectures</td>
</tr>
<tr>
<td>11</td>
<td>RP continue, Lynda.com InDesign for type lectures, small group discussion of MP2 concepts &amp; ideas for feedback. Meet with Instructor to review ideas, InDesign overview in class/review</td>
</tr>
<tr>
<td>12</td>
<td>RP continue (if needed), Work in progress (WIP) for MP2 in class. By end of this week, your MP2 should be at 20% complete—all text in InDesign.</td>
</tr>
<tr>
<td>13</td>
<td>WIP for MP2 in class. Instructor feedback, by end of this week, your MP2 should be at 40% complete—text formatting in place, layout of master pages complete, layout of about half of book complete. Assign editing partners for books this week &amp; review responsibilities of editing.</td>
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<tr>
<td>14</td>
<td>WIP for MP2 in class. We will have an in class critique this week. Work with editing partners in class. Please print out a B&amp;W version of your booklet, saddle stitch by beginning of class on the 19th. Have this ready to pass around for feedback/markups. By end of this week, your MP2 should be at 70% complete—all pages laid out roughly, working on cover and back cover, editing text.</td>
</tr>
<tr>
<td>15</td>
<td>WIP for MP2 in class. Review for final class quiz this week. Final quiz will cover ALL content from the class to-date. In class critique this week. Print out of entire booklet in B&amp;W, saddle stitched. Book should be at 100%. Only making final editing tweaks.</td>
</tr>
<tr>
<td>Final</td>
<td>Final printing and presentations this week of MP2.</td>
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</tbody>
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Grading Opportunities

**Quizzes (20 points)**
Students will be given a comprehensive quizzes on the required reading assignments and lectures.

**Presentation (10 points)**
Research the content of assigned chapter from *Thinking with Type: A Critical Guide* and prepare a 5–7 minute presentation.

**Hand Drawn Letterforms (20 points)**
Students will be required to draw, by hand, seven different characters from the alphabet.

**Type Anatomy Poster (20 points)**
Students will create an 11 x 17” poster which showcases a type anatomy grid and 12 letter forms with anatomy call outs. The purpose of the poster is to be explanatory for the audience to understand a type anatomy grid and the elements and vocabulary of type anatomy.

**Type Rules Playing Cards (30 points)**
Students will create original playing card series showcasing all 21 rules of type. The purpose of this series is to create a fun and interactive way to showcase the type rules. Pretend your audience is the design professional. These playing cards could be kept at their desk as a fun way for designers to reference the type rules on a daily basis.

Research Presentation Topic Choices
Please select 1 topic for your research project from the list below. No two students can choose the same topic, therefore the sooner you sign up, the better.

- Matther Carter (type designer)
- Helvetica (type family)
- Garamond (type family)
- Trajan (type family)
- Didot (type family) pronounced die-dough
- Rockwell (type family)
- Gotham (type family)
- Adrian Frutiger (type designer)
- Herman Zapf (type designer)
- Eric Gill (type designer)
- Caslon (type family)
- Herb Lubalin (type designer)
- Jessica Hische (type designer)
- Bebas (type family)
- Century Gothic (type family)
- Buttermilk (type family)
- Louise Fili (type designer/illustrator)
- Futura (type family)
- Nueva (type family)
- Baskerville (type family)