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)
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. 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.
Week 1  
Review Syllabus, watch video, purchase book, in-class assignment

Week 2  
Review letterform, type rules, etc from Type I. Type I review quiz.

Week 3  
Sign up for presentation day (2 per day). Review project 1 guidelines.

Week 4  
Review designers, project 1 work in class.

Week 5  
Research presentations begin. WIP check for project 1.

Week 6  
Research presentations continue. Work in class for project 1. In Class critique.

Week 7  
RP continue, MP1 work in class.

Week 8  
RP continue, MP1 final critique, MP1 turn in

Week 9  
In Class Work

Week 10  
RP continue, MP1 grades review with instructor, MP 2 introduction and review past examples, Lynda.com video.

Week 11  
RP continue, Lynda.com InDesign for type lectures, small group discussion of MP2 concepts & ideas for feedback. Meet with Instructor to review ideas, InDesign overview in class/review

Week 12  
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.

Week 13  
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 & review responsibilities of editing.

Week 14  
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&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.

Week 15  
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&W, saddle stitched. Book should be at 100%. Only making final editing tweaks.

Final  
Final printing and presentations this week of MP2.
Grading Opportunities

Quizzes (20 points)
Students will be given a comprehensive test on the required readings assignments and lectures.

Presentation (20 points)
Typography as image. Power point or keynote presentation of a type designer chosen from the prescribed list.

Seeing Type (20 points)
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 (40 points)
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 (10 points)
Alphabet & Poster (30 points)