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

COURSE OBJECTIVES & PURPOSE

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.

This course introduces the history and fundamentals of type and its application to design, emphasizing the letterform as a visual communications tool. Topics include typographic fundamentals, anatomy, measurements, composition and layout, identification, classification and terminology. Students develop an understanding of the form of type to make informed design choices that communicate a specific message in a desired voice. The course is both conceptual and technical in nature: visual problem-solving with type in a digital environment.

COURSE PRE-REQUISITES

GRDS 1301

TEXTS

REQUIRED:
Lessons in Typography: Must-know typographic principles presented through lessons, exercises, and examples by Jim Krause [New Riders]

MATERIALS:

- USB External Drive (minimum 2GB)
- Cloud storage account
- Basic writing/drawing tools: pencil, sketch pens, markers

Additional supplies may be needed, based upon individual projects
CLASS STRUCTURE
Course objectives will be achieved through individual reading assignments, individual projects, group critiques and personal explorations.

STUDENT RESPONSIBILITIES AND EXPECTATIONS
Professionalism
Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Student Performance
Your performance will be measured on your quality completion of assignments and projects. Assignments will be graded according to technical skills covered as well as degree of creativity. I expect properly archived digital files as well as proof of process for final submission of assignments.

Studio Work Time
You are expected to use studio lab time effectively. We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. Use the time to your advantage. The Think Tank is also available with 5 computers.

Late Work
No late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies (with documentation). No incompletes will be given for this course.

Class Participation
Class participation will include being prepared for instructor review of assignments and projects as well as thoughtful discussion of project direction. Student work and assignments must be backed up at least twice. (Preferably on student’s own flash drive and on a cloud server.) “Lost” assignments will not be excused.

Cell Phone Use
You must turn your cell phones off when entering the classroom. Do not answer your cell phone while in class. You may use your cell phone during break times or during work time.

Email
You must use the University assigned email address – this is how I will be communicating important class information with you. If you have not activated this email, please see the help desk to do so immediately.

Personal Matters
I also expect that you will take responsibility for notifying me of any issues that would hinder you from successful performance; if I don’t know, I can’t help.

ACADEMIC HONESTY
Plagiarism in any form will not be tolerated. If found using another designer’s work or ideas, either a professional’s or a peer’s, is violating Student Code of Conduct. Any student who turns in plagiarized work will fail the assignment/project and will be reported to the University for academic review. A description of plagiarism and other forms of academic dishonesty are to be found at http://judicialaffairs.tamucc.edu/ Go to Student Affairs and click on Student Code of Conduct.

ATTENDANCE
Attendance will be taken at the beginning of each class meeting. You are expected to attend all class meetings and stay through the duration of the class. You are expected to have your materials and work at each class session.

• Four absences will result in your final grade being lowered by a full letter grade,
• Five absences will lower your grade by two letter grades.
• Six absences constitutes a failing grade for the course.
• Arriving late to class on three (3) occasions will result in the recording of one (1) absence.

It is the student’s responsibility to inform the instructor if he or she has arrived after attendance has been taken, or that student may be considered absent. Three late arrivals or early departures will constitute an absence.

If you are absent, you are still expected to meet all deadlines and make up any work missed. If you are absent due to a sporting event, you are required to hand in assignments or projects that are due BEFORE the missed class. If you are a student athlete, it is your responsibility to notify me of games that conflict with class times.

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.

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.
DROPPING A CLASS

I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. April 5 is the last day to drop a class with an automatic grade of “W” this term.

GRADE APPEALS

As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, 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.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

GRDS 1302 - FINAL GRADE:

| ASSIGNMENTS (10) ................................................. 20 PTS |
| PROJECTS ...................................................... 80 PTS |
| PROJECT ONE .................................................. 10 PTS |
| PROJECT TWO .................................................. 15 PTS |
| PROJECT THREE ................................................. 20 PTS |
| PROJECT FOUR .................................................. 15 PTS |
| PROJECT FIVE .................................................. 20 PTS |

EVALUATION AND GRADING

Evaluation of student work will be based on strength of process, strength of concept, demonstration of understanding of assignment, overall creativity, execution of craftsmanship, effectiveness of composition in conveying intended message or purpose, understanding of techniques and ability to meet deadlines.

DEADLINES: Assignments are due at the beginning of class on the scheduled due date. Files should be complete, labelled and copied to student project flash drive before the start of class. Print projects must be printed, trimmed to size and mounted (if required) before the start of class. LATE PROJECTS WILL NOT BE ACCEPTED. PLAN AHEAD - Anticipate challenges in the printing and comping process. The instructor accepts no responsibility for work left at a desk, in a mailbox, or slid under a door. Assignments must personally handed to instructor to ensure they have been received.

RESUBMISSION OF PROJECTS: Projects may be resubmitted for a chance at a higher grade. Resubmissions must be turned in within one week of receiving the original grade. RESUBMITTING WORK DOES NOT NECESSARILY MEAN YOUR GRADE WILL CHANGE.

NOTE THE FOLLOWING GRADING CRITERIA:

**A: 90-100**
Shows outstanding understanding, concept, effort, creativity, process, presentation and craft. Beyond instructor expectations.

**B: 80-89**
Shows understanding and display of effort for project. Shows excellence in more than one of: concept, effort, creativity, process, presentation or craft.

**C: 70-79**
Meets minimum requirements of project. Needs improvement in one of: concept, effort, creativity, process, presentation or craft.

**D: 60-69**
Does not meet minimum requirements of project. Demonstrates lack of success in more than one of: understanding, concept, effort, creativity, process, presentation or craft.

**F: 59 + BELOW**
Unable to meet minimum requirements of project. Demonstrates lack of understanding. Does not show success of concept, effort, creativity, process, presentation and craft.
COURSE SCHEDULE
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

WEEK 1: TERMINOLOGY OF TYPE
1/15: Syllabus Review; Course Intro; Type Appreciation/Looking at Form
PROJECT ONE: TYPE SPECIMEN POSTERS [DUE 1/31]
A1: PWT: #2 TYPE AS IMAGE [DUE 1/17]
1/17: Typographic Terms
A1 Due; Review
A2: PWT: #8 AMPERSANDS [DUE 1/22]

WEEK 2: TERMINOLOGY OF TYPE
1/22: Typographic Terms
Library Tour: “How to Find Resources & Makers Space”
A2 Due; Review
1/24: Kinds of Type
PROJECT ONE: DRAFT REVIEW

WEEK 3: TERMINOLOGY OF TYPE
1/29: Kinds of Type
TYPE QUIZ
1/31: PROJECT ONE DUE ; critique
PROJECT TWO: MONOGRAM + PATTERN [DUE 2/26]

WEEK 4: THE ART OF THE LETTER
2/5: Monograms & Lettersets + Letter Modifications
In-Class Workshop: Illustrator + Type
A3: PWT: #10 MANIPULATING TYPE [DUE 2/7]
2/7: Building Characters + Adding Imagery
In-Class Workshop: Illustrator + Type
A3 Due; Review
A4: PWT: #13 LIGATURE MONOGRAM [DUE 2/12]

WEEK 5: THE ART OF THE LETTER
2/12: Typographic Voice
A4 Due; Review
2/14: PROJECT TWO DRAFT REVIEW

WEEK 6: THE ART OF THE LETTER
2/19: 3D Form; Applying Pattern

2/21: PROJECT TWO DUE ; critique
PROJECT THREE: MAKE YOUR OWN TYPEFACE [DUE 3/21]

WEEK 7: WORKING WITH WORDS
2/26: Making Fonts
A5: PWT: #24 OR #25 MODULAR TYPE OR HANDWRITING [DUE 2/28]
2/28: Word Fundamentals + Presenting Words
A5 Due; Review
A6: TEXTBOOK - VOICING THROUGH FONTS [DUE 3/5]

WEEK 8: WORKING WITH WORDS
3/5: Adding Decor & Imagery
A6 Due; Review
3/7: PROJECT THREE DRAFT REVIEW

WEEK 9: SPRING BREAK WEEK 3/11-3/15

WEEK 10: WORKING WITH WORDS
3/19: Logo, Headline and Graphic Fundamentals
A7: TEXTBOOK - ILLUSTRATED WORD [DUE 3/26]
3/21: PROJECT THREE DUE ; critique
PROJECT FOUR: ANIMATED LOGO [DUE 4/9]

WEEK 11: MULTI-WORD PRESENTATIONS
3/26: Emphasis Strategies + Type Against Backdrop
Storyboard Review
Type in Motion
Storyboard Review
Animated Logos
AE Demo
A7 Due; Review
A8: TEXTBOOK: TYPE-ONLY LOGO ANIMATED [DUE 4/2]

3/28: NATIONAL STUDENT SHOW CONFERENCE
Logos Integrate Type & Icon
A9: TEXTBOOK: EMPHASIS STRATEGIES ANIMATED [DUE 4/2]
PROJECTS = 80 PTS OF FINAL GRADE

Project Briefs will be handed out for each project. Included will be a brief description of the project, how the project relates to concepts covered in class, expectations, project deliverables and a grading rubric. Please read your project briefs carefully and make sure that you understand what is expected of you. Please ask questions at any time during the project.

Project weights towards final grade [TOTAL 80 PTS]

PROJECT ONE: TYPE SPECIMEN POSTERS [DUE 1/31]............10 PTS

PROJECT TWO: MONOGRAM/PATTERN [DUE 2/21]............15 PTS

PROJECT THREE: TYPEFACE [DUE 3/21]............20 PTS

PROJECT FOUR: ANIMATED LOGO [DUE 4/9]............15 PTS

PROJECT FIVE: PORTFOLIO LAYOUT [DUE 5/9]............20 PTS

ASSIGNMENTS = 20 PTS OF FINAL GRADE

Homework assignments are from the textbook and content discussed in class. Homework assignments serve to reinforce lessons discussed in class and will help build knowledge and typographic skill. These assignments will help student practice skills before completing projects. Please read the assignments carefully and make sure that you understand what is expected of you. Please ask questions at any time.

10 ASSIGNMENTS; 20 PTS OF FINAL GRADE [2 PTS EACH]

There are a total of 11 assignments. If you complete all 11 assignments successfully, you may receive extra credit. Homework assignments will be reviewed during the semester.

A1: PWT: #2 TYPE AS IMAGE [DUE 1/17]
Complete six compositions.

A2: PWT: #8 AMPERSANDS [DUE 1/22]
Complete one poster; 11x17.

A3: PWT: #10 MANIPULATING TYPE [DUE 2/7]

A4: PWT: #13 LIGATURE MONOGRAM [DUE 2/12]

A5: PWT: #24 OR #25 MODULAR TYPE OR HANDWRITING [DUE 2/28]

A6: TEXTBOOK - VOICING THROUGH FONTS [DUE 3/5]

A7: TEXTBOOK - ILLUSTRATED WORD [DUE 3/26]

A8: TEXTBOOK: TYPE-ONLY LOGO ANIMATED [DUE 4/2]

A9: TEXTBOOK: EMPHASIS STRATEGIES ANIMATED [DUE 4/2]

A10: TEXTBOOK - PRESENT A QUOTATION [DUE 4/16]

A11: TEXTBOOK - MAKING IT WORK, THE PERFECT PARAGRAPH [DUE 4/23]