Graphic Design Program Standards

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.

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.

Project Resubmission
One project may be resubmitted, with evidence of improvement, for a new grade at any time prior to the last regular class meeting (before finals week). The new grade will replace the old grade but can only be a maximum of one complete letter grade higher. In the unlikely event the new grade is lower than the old one, the higher of the two grades will be counted. Original must be included with new project.

Plagiarism
Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review. Plagiarism is the presentation of the work of another as one’s own work.

Studio Work Time
We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects unless dismissed by the instructor. There is very little opportunity to work outside of class in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers. Corpus Christi Hall 209 is equipped with mac computers and Adobe Creative Cloud. A schedule of availability for this lab will be posted and provided at the start of the semester.

Attendance
Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible.

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 is mandatory.
**Cell Phones**
You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

**Email Addresses**
You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

**Social Networking**
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

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**College of Liberal Arts Standards**

**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 10, 2020** is the last day to drop a class with an automatic grade of “W” this term. The Dept. of Art & Design student advisor is Jennifer Arnold Jennifer.Arnold@tamucc.edu.

**Grade Appeal Process**
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://acaemicaaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf](http://acaemicaaffairs.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](http://cla.tamucc.edu/about/student-resources.html).

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**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.

**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**

Course Prerequisites: GRDS 1301.

**Required Texts**

Playing With Type: 50 Graphic Experiments For Exploring Typographic Design Principles by Lara McCormick

Thinking With Type, 2nd Edition by Ellen Lupton

**Required Materials**

- Portable media: Jump drive/USB drive. (At least 1 GB)
- Dropbox account (Back up your files to cloud storage, always!)

**Suggested Materials**

- Personal Adobe CC subscription recommended, not required.
- Grid and/or Tracing Paper
- Calligraphy Pens, Sharpie Fine Point Markers – Various Weights, Markers, Paint, Various Media

**About Course Projects**

The majority of the course grade points will be will be derived from student projects. The design artifact(s) produced within the project parameters and deliverables will show evidence of a student’s understanding of obtained/mastered knowledge, abilities or skills.

Full project details including assignment details, assignment grading rubric, assignment submission instructions and assignment resources will be provided on Blackboard.

Project grades will foremost be based upon the excellence of the project work which include but are not limited to: research, creativity, response to the given problem, execution, how completely instructions were followed, deadline accountability and presentation. Final grade evaluation for creative projects will be determined by the Professor or instructor using the project’s outlined grading rubric.

**Project Critiques & Discussion**

The Graphic Design Program uses a formal in-person criticism model for all feedback and evaluation. This process is born out of the fine arts tradition and allows students to learn by viewing other approaches to projects in addition to their own, hearing multiple perspectives during criticism and participating in the critical analysis of peer work. During discussions of their work iterations, the student is expected to request relevant feedback and consider the comments of the classmates and the instructor to ensure their work is appropriate and successful.

**Typography I Graded Activity**

**Grading Point Scale**

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
**Graded Activity**
- Outlined projects will total **80 points** of your final grade.
- Outlined assignments will total **15 points** of your final grade.
- An in-class quiz will total **5 points** of your final grade.

**Projects**
The there will be 5 projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the point break down for that specific project.

- **Weeklies Project :: 15 pts.**
- **Monogram/Pattern/Package Project :: 15 pts.**
- **Historical Project :: 10 pts.**
- **Typeface Project :: 20 pts.**
- **Zine Project :: 20 pts.**

**Assignments**
Small assignments will be given between projects or in-class.

*Fifteen out of Seventeen Assignments need to be completed for credit. Two bonus assignments are included for extra credit.*

- **01- Betterpress :: 2 pts**
- **02- Modular Type :: 2 pts**
- **03- Type as Form :: 2 pts**
- **04- Ampersands :: 2 pts**
- **05- Type as Pattern/Texture :: 2 pts**
- **06- Type-driven Logo :: 2 pts**
- **07- All in the Family :: 2 pts**
- **08- Mixing Typefaces :: 2 pts**
- **09- Lucky Numbers :: 2 pts**
- **10- Expressive Type :: 2 pts**
- **11- Sketch Your Font :: 2 pts**
- **12- Fitting and Kerning :: 2 pts**
- **13- The Perfect Paragraph:: 2 pts**
- **14- Pull Quote :: 2 pts**
- **15- Drop Caps:: 2 pts**
- **16- Captivating Headlines:: 2 pts**
- **17- Portfolio Template :: 2 pts**

**Class Schedule**
The course schedule is outlined by week and will note lecture topics for each class, homework assignments and DUE dates for assignments.

**WEEK 1**

**TYPE AS FORM**

**TUESDAY: 1/21**
- Introduction, Syllabus, Course Overview
- **Intro Weeklies Project: Due TBD**
- Discussion :: History of Type
- Exercise :: Making Type Forms (Ink, Brush, Calligraphy)

**Homework**
- Purchase books
- Read pages 7-35 TWT
- Create Instagram Account
- Week 1 Weekly Due Thursday 1/23
THURSDAY: 1/23
Week 1 Weekly Due
Library Tour :: Finding Resources + Maker Space + Using Laser Cutter
Discussion :: History of Type
Exercise :: Making Type Forms (Letterpress + Digital Type)
Assignment (in class): 1- Betterpress

Homework
Assignment :: 1- Betterpress (finish)
Read pages 36-45 TWT

WEEK 2
TYPE AS FORM
TUESDAY: 1/28
Review A-1
Discussion :: Anatomy of Type; Size and Scale of Type
Exercise :: Anatomy of Type (Hoefler)
Abstract – Hoefler
Assignment :: 2- Modular Type

Homework
Assignment :: 2- Modular Type
Reminder! Week 2 Weekly Due Thursday 1/30

THURSDAY: 1/30
Week 2 Weekly Due
Review A-2
Discussion :: Type as Form/Looking at Form
Assignment :: 3- Type as Form

Homework
Assignment :: 4- Ampersands

WEEK 3
TYPE AS FORM
TUESDAY: 2/4
Review A-4
MONOGRAM/PATTERN/PACKAGE PROJECT INTRO :: DUE 2/25
Assignment :: 5- Type as Pattern/Texture

Homework
Assignment :: 5- Type as Pattern/Texture
Reminder! Week 3 Weekly Due Thursday 2/6
Read pages 68-71 TWT

THURSDAY: 2/6
Week 3 Weekly Due
Review A-5
Discussion :: Monograms/Logotypes + Branding
In-Class Workshop :: Illustrator + Letter Modifications
Assignment :: 6- Type Driven Logo

Homework
Assignment :: 6- Type Driven Logo

WEEK 4
TYPE AS FORM
TUESDAY: 2/11
DRAFT REVIEW OF MONOGRAM

Homework
Revise Monogram; Develop Pattern
Reminder! Week 4 Weekly Due Thursday 2/13

THURSDAY: 2/13
Week 4 Weekly Due
Discussion :: 3D Form + Applying Pattern
In-Class Demo :: Pattern on Box Template
Instructor Review of Patterns
Assignment :: 6- Type Driven Logo

Homework
Finalize Pattern + Apply to Box

WEEK 5

TYPE AS FORM

TUESDAY: 2/18
DRAFT REVIEW OF PATTERN/BOX

Homework
Revise Pattern
Reminder! Week 5 Weekly Due Thursday 2/20
Read pages 46-53 TWT

THURSDAY: 2/20
Week 5 Weekly Due
Discussion :: Type Classifications + 5 Aspects of Form
Review :: Type Quiz
Assignment :: Z- All in the Family

Homework
Finalize Monogram + Pattern + Box

WEEK 6

THE ART OF THE LETTER

TUESDAY: 2/25
MONOGRAM + PATTERN/BOX DUE

Homework
Study for Type Quiz
Reminder! Week 6 Weekly Due Thursday 2/27

THURSDAY: 2/27
Week 6 Weekly Due
Type
HISTORICAL POSTER PROJECT INTRO :: DUE 3/17
Discussion :: Mixing Typefaces + Numerals, Punctuation, Ornaments & Line Breaks
Assignment :: 8- Mixing Typefaces Package (1 Single Family Mix; 1 Multiple Family Mix)

Homework
Read pages 53-63 TWT
Project Research

WEEK 7

THE ART OF THE LETTER

TUESDAY: 3/3
Review A-8
Discussion :: Expressive Type + Typographic Voice
Exercise :: Typographic Voice
Assignment :: 9- Expressive Type
Assignment :: 10- Lucky Numbers

Homework
Reminder! Week 7 Weekly Due Thursday 3/6

THURSDAY: 3/6
Week 7 Weekly Due
DRAFT REVIEW OF HISTORICAL POSTER

Homework
Revise Poster

WEEK 8

SPRING BREAK: 3/09-3/13
WEEK 9

MAKING TYPE

TUESDAY: 3/17
HISTORICAL POSTER/PRESENTATION DUE

Homework
Read pages 72-83 TWT
Reminder! Week 9 Weekly Due Thursday 3/19

THURSDAY: 3/19
Week 9 Weekly Due
Discussion :: Type on Screen, Bitmap Type, Typeface Design, Font Formats + Font Licensing
TYPEFACE PROJECT INTRO :: DUE 4/7
Demo :: Sketching Your Type in Illustrator
Assignment :: 11- Sketch Your Typeface

Homework
Assignment :: 11- Sketch Your Typeface

WEEK 10

MAKING TYPE

TUESDAY: 3/24
Review A-11
Discussion :: Making Type (Best Practices + Process)
Characters That Share Parts Video
Demo :: Glyphs

Homework
Read pages 87-111 TWT
Reminder! Week 10 Weekly Due Thursday 3/26

THURSDAY: 3/26
Week 10 Weekly Due
Discussion :: Spacing, Kerning, Tracking + Line Spacing
Workday + Instructor Review

WEEK 11

MAKING TYPE

TUESDAY: 3/31
Demo :: Glyphs (Fitting, Kerning + Testing)
Assignment :: 12- Fitting + Kerning

Homework
Assignment :: 12- Fitting + Kerning
Reminder! Week 11 Weekly Due Thursday 4/2

THURSDAY: 4/2
Week 11 Weekly Due
DRAFT REVIEW OF TYPE SPECIMEN POSTER

Homework
Revise Typeface + Poster

WEEK 12

TEXT + LAYOUTS

TUESDAY: 4/7
TYPE SPECIMEN POSTER/TYPFACE DUE

Homework
Reminder! Week 12 Weekly Due Thursday 4/9
Read pages 151-201 TWT

THURSDAY: 4/9
Week 12 Weekly Due
Discussion :: Grids!!
ZINE PROJECT INTRO :: DUE 5/5
Project Groups Assigned

Homework
Choose Theme + Grid; Visual Research

WEEK 13
TEXT + LAYOUTS
TUESDAY: 4/14
Discussion :: Alignment, Vertical Text, Paragraphs, Captions + Capitals
Assignment :: 13- The Perfect Paragraph
Assignment :: 14- Pull Quotes
Assignment :: 15- Drop Caps

Homework
Choose Type Styles
Reminder! Week 13 Weekly Due Thursday 4/16

THURSDAY: 4/16
Week 13 Weekly Due
Demo :: Creating Styles in InDesign
Lecture :: Captivating Headlines
Assignment :: 16- Captivating Headlines

Homework
Assignment :: 16- Captivating Headlines
Read pages 132-146 TWT

WEEK 14
TEXT + LAYOUTS
TUESDAY: 4/23
Lecture :: Hierarchy + TOCs
Work Day; Individual Review with Instructor

Homework
Reminder! Week 14 Weekly Due Thursday 4/25

THURSDAY: 4/25
Week 14 Weekly Due
Demo :: Creating Templates in InDesign
Assignment :: 17- Portfolio Template

Homework
Assignment :: 17- Portfolio Template

WEEK 15
TEXT + LAYOUTS
TUESDAY: 4/28
DRAFT CRITIQUE OF ZINES

Homework
Final Adjustments to Zines
Reminder! Week 15 Weekly Due Thursday 4/30

THURSDAY: 4/30
Week 15 Weekly Due
Workday + Individual Review with Instructor

WEEK 16
TEXT + LAYOUTS
TUESDAY: 5/5
ZINE PROJECT DUE

THURSDAY: 5/7
READING DAY