Instructor: Andrea Hempstead
Email: Andrea.Hempstead@tamucc.edu
Office Hours: Tues: 8:30am-9am, Wed: 9am-1pm, Thurs: 8:30am-9am
Instructor also available by appointment
Office Location: Bay Hall 224C

Class Days/Time: T/TH :: 9:00 am-11:50 am
Class Location: BH 234
Phone: 361.825.2380

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. November 8, 2019 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://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.

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**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.

**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.

**Course Pre-Requisites**
Course Prerequisites: GRDS 1301, 1302, 2301,2302.

**Required Text**
Designing Type, by Karen Cheng

**Suggested Texts**
- Drawing Type: An Introduction to Illustrating Letterforms, by Alex Fowkes
- Type Tricks: Your Personal Guide to Type Design, by Sofie Beier

**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 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.

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**Typography II 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 92 points of your final grade.
- Outlined assignments will total 8 points of your final grade.

Projects
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.

Type Journal :: 19 pts.
Project 1: Op-Art Type :: 10 pts.
Project 2: Festival Poster + Animated Social Media Promotion :: 20 pts.
Project 3: Promotional Brochure/Booklet :: 15 pts.
Project 4: Reclaimed Type :: 28 pts.

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

Editorial Typographic Illustration:: 2 pts
Illustrating Type :: 2 pts
Hand Lettering :: 2 pts
Sketching Letters :: 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 ILLUSTRATION

TUESDAY: 8/27
Introduction, Syllabus, Course Overview,
Intro Project 1: Due 9/10
Discussion :: Editorial Op-Art; Typographic Metaphors
Exercise :: Editorial Typographic Illustration

Homework
Purchase books
Assignment :: Editorial Typographic Illustration
Choose P1 Topic
Create Instagram Account

THURSDAY: 8/29
Lecture :: Illustrated Type
Demo :: Illustrating Type
Assignment :: Illustrating Type Assignment

Homework
Finish :: Illustrating Type Assignment
P1 – Find Articles/Topics; Sketch 25 Concepts (5 concepts; 5 sketches each)
TYPE AS ILLUSTRATION
TUESDAY: 9/3
Lecture :: Hand Lettered Type
Demo :: Hand Lettering
Assignment :: Hand Lettering Assignment
Introduction of Type Journal Project
Review Topics/Sketches
Homework
Finish :: Hand Lettering Assignment
P1 – Refine Best Idea
Choose Type Journal Topic

THURSDAY: 9/5
P1 Draft Review (Tight Concept Sketch or Rough Digital Sketch)
Type Journal Topic Approval
Homework
Refine and Polish Project 1
Sign Up for Type Journal Topic + Presentation Date on Google Doc

WEEK 3
TYPOGRAPHIC JOURNAL
TUESDAY: 9/10
PROJECT 1 DUE: PRESENTATIONS
Homework
Week One of Type Journal: Post Due Thursday 9/12

THURSDAY: 9/12
Intro Project 2: Due 10/3
Lecture :: Type-Centric Posters; Good Poster Design
Homework
Concept + Sketches for Poster (25)
Week Two of Type Journal: Post Due Thursday 9/19

WEEK 4
TYPOGRAPHIC POSTER DESIGN
TUESDAY: 9/17
Project 1: Review Concepts/Sketches
Homework
Digitize Top Concept

THURSDAY: 9/19
Draft Critique of Digitized Poster
Homework
Refine Poster
Create Animated Promo Storyboard

WEEK 5
ANIMATED SOCIAL MEDIA PROMO
TUESDAY: 9/24
Review Storyboards
Class Workday
Homework
Week Three of Type Journal: Post Due Thursday 9/26

THURSDAY: 9/26
Lecture :: AE Review
Presentation Demo
Class Workday/Review with Instructor

WEEK 6
PROJECT 2
TUESDAY: 10/1
Animation Draft Critique  
*Homework*
  Week Four of Type Journal: Post Due Thursday 10/3

THURSDAY: 10/3
PROJECT 2 PRESENTATIONS

WEEK 7
TYPE MECHANICS OF PARAGRAPHS
TUESDAY: 10/8
  Project 3 Intro: Due 10/29
  Lecture :: Type Mechanics  
*Homework*
  Week Five of Type Journal: Post Due Thursday 10/10
  Visual Research; Copy

THURSDAY: 10/10
  Lecture :: Texture and Rhythm of Type  
*Homework*
  Color Palette, Type and Visuals Gathered

WEEK 8
TYPE MECHANICS OF PARAGRAPHS
TUESDAY: 10/15
  Lecture :: Hierarchy Within Text
  Demo :: Making a Dummy  
*Homework*
  Layout Sketches; Dummy
  *Week Six of Type Journal: Post Due Thursday 10/17*

THURSDAY: 10/17
  Lecture :: Integrating Type and Image
  Demo :: Brochure/Booklet Demo  
*Homework*
  Digitize Design

WEEK 9
PROJECT 3
TUESDAY: 10/22
  Project 3 Draft Critique
  *Week Seven of Type Journal: Post Due Thursday 10/24*

THURSDAY: 10/24
  Project 3 Workday and Individual Review

WEEK 10
PROJECT 3
TUESDAY: 10/29
  PROJECT 3 PRESENTATIONS
  *Week Eight of Type Journal: Post Due Thursday 10/31*

THURSDAY: 10/31
  Project 4 Intro :: Due TBA
  Lecture :: Type Through the Decades  
*Homework*
  Research
WEEK 11
CREATING CUSTOM TYPE
TUESDAY: 11/5
Lecture :: Creating Custom Type for Brands
Exercise :: Sketching Letters
Homework
Assignment :: Sketching Letters

THURSDAY: 11/7
Lecture :: How to Make Type (Glyphs Considerations)
DUE :: Journal Presentations Group One

WEEK 12
PROJECT 4
TUESDAY: 11/12
Lecture :: Process Review
Demo :: Glyphs Software Review
DUE :: Journal Presentations Group Two
Homework
Uppers in Glyphs

THURSDAY: 11/14
Discussion :: Review Uppercase Letters
Workday
DUE :: Journal Presentations Group Three
Homework
Lowers in Glyphs

WEEK 13
PROJECT 4
TUESDAY: 11/19
Discussion :: Review Lowercase Letters
Workday
DUE :: Journal Presentations Group Four
Homework
Numbers + Punctuation in Glyphs

THURSDAY: 11/21
Lecture :: How to Sell Your Type
Review :: Fitting and Kerning
DUE :: Turn in All Characters for Review
Homework
Fitting and Kerning of Font

WEEK 14
PROJECT 4
TUESDAY: 11/26
Discussion :: Type Promotional Materials, Contacting Foundries + Selling Your Font
Demo :: Promoting Your Font
DUE :: Turn in Printouts of Kern King for Review
Homework
Font Adjustments as Reviewed
Create Promotional Materials

THURSDAY: NO CLASS – THANKSGIVING BREAK!

WEEK 15
PROJECT 4
TUESDAY: 12/3
Project 4: Promotional Materials Draft Review

THURSDAY: NO CLASS – READING DAY

WEEK 16

FINAL EXAM DATE: TBD
PROJECT 4 PRESENTATIONS