

Description

This foundation course introduces an overview of history, principles, processes and terminology of typography. Type sensitivity is developed through a variety of means: classifying and identifying typefaces, designing typographic logos, as well as designing with type. The majority of work is created on the computer. Prerequisite: ARTS 2323. Credit 3.

Format

This is a progress-oriented course that requires active student participation. At your instructors discretion, this course may be comprised of lectures, assignments, presentations, quizzes and/or tests, and participatory activities.

Objectives

- *Developing specific skills, competencies, and points of view needed by professionals in the field of design.*
- *Gaining factual knowledge (terminology, classifications, methods, trends)*
- *Developing creative capacities.*

Further more, this course seeks the advancement of professional working practices including timeliness, attention to detail, presentation and excellence in craft. This course also seeks to develop practical page layout skills and processes including the use of Adobe InDesign as well as the design/publishing environment of Adobe InDesign, Illustrator and Photoshop.

Student Responsibilities

- *Regularly check SHSU email and Blackboard.*
- *Participation in class discussions and critiques.*
- *Effective use of in class work time.*
- *On time delivery of all assigned presentations.*
- *Contribution to all group/team projects.*
- *Completion of all assignments on time.*

It is your responsibility to complete projects in a timely, well executed manor, regardless of technical difficulties or supply limitations. A crisis on your part does not necessitate a crisis on the part of your instructor, the class, or the Department of Art. Planning ahead is smart. Produce your work early. Production the day before or the morning of a deadline is an invitation for anxiety and shoddy workmanship.

Attendance

University Policy

A student shall not be penalized for three or fewer hours of absences when examinations or other assigned class work has not been missed; however, at the discretion of the instructor, a student may be penalized for more than three hours of absences.

Class Policy

Regular and punctual class attendance is expected. Students are expected to be on time, have supplies ready to work in class, and stay for the duration of the class. Arriving late or leaving early will be counted as a 1/4 absence. Missing class, tardiness, leaving early, sleeping, being unprepared, leaving class to acquire materials, or working on assignments from other classes is unprofessional, will adversely affect project grades, and may be cause for failure. Exceeding three absences will be cause for failure of this course.

Attendance Summary

- *Too many absences will cause you to fail this course.*
- *Unprofessional behavior will affect project grades.*

Evaluation

Students are evaluated on motivation, preparedness, participation, craft and execution. Conceptualization, problem solving, original thinking as well as investigation and understanding of subject matter should be considered essential and will be evaluated as such. Students must show a willingness to share ideas with their peers and professor, and be accepting of constructive criticism from all parties.

You should strive to articulate ideas and develop a vocabulary for dealing with typographic and design concepts.

Attendance and participation in critiques is expected.

Your participation in this class is vital, and attendance is important and professional. It is expected that you will make every effort to contribute to aspects of this class that extend beyond your personal work and portfolio.

Grading

100-90 = **A**, 89-80 = **B**, 79-70 = **C**, 69-60 = **D**, 59-00 = **F**

Work will be evaluated based on the following criteria

- **Ambitiousness, originality, effort, progress (Approach)**
Are you stopping at the first cliché stop sign, or moving beyond initial ideas. Is the work a half hearted effort or really finished. Do you process criticism and suggestions in an effort to improve your work.
- **Success of visual solution (Answer)**
The work should be visually engaging, thorough and complete, and communicate clearly. Is the entire thing working together.
- **Workmanship and presentation (Attention)**
Attention to detail, craftsmanship, handling of materials, cleanliness, spelling, typographic standards, alignment, dimensions. This includes all aspects of a project's presentation.
- **Participation, focus, timeliness, professionalism (Action)**
A good attitude is fun to work with. Are you attentive, interested, enthusiastic, determined. Do you make a habit of being on time and prepared for class, critiques, reviews, discussions. Do you use class time effectively.

Late work will not be accepted.

Extenuating circumstances are your responsibility and should be discussed, preferably in advance.

Course Outline (tentative)

- **Section 1: letter**
- **Section 2: word**
- **Section 3: typographic rules & hierarchy**
- **Section 4: grid systems & organization**
- **Section 5: text & order**

Required textbook

Typography Workbook: A Real-World Guide to Using Type in Graphic Design

Author: Timothy Samara, ISBN-13: 978-1592533015

In addition to the required text, readings will be presented throughout the semester for review and discussion.

Supplies

- **Apple MacBook Pro**
- **Adobe Creative Cloud subscription**
- **Adobe Education Essentials Font Collection**
- **External usb hard drive**
- **Idea (sketch) book**
- **X-acto knife with lots of extra blades**
- **8.5 x 11 laser printer paper (Neenah bright white 65lb)**
- **12 x 18 laser printer paper (Neenah Classic Crest, 80lb text, solar white)**
- **Large sheets of tracing paper (as needed)**
- **18" metal ruler**
- **Pencil set**
- **Xyron Adhesive Runner or spray adhesive**
- **Scissors**
- **Medium cutting mat**
- **Pen type eraser (Mars, Pentel)**
- **Black masking tape/photo tape**
- **Large Foamcore boards (B or W as needed)**
- **24" metal T-Square (recommended)**
- **36" metal ruler (recommended)**
- **Digital camera (recommended)**
- **Materials box (suggested)**

This list should not be considered complete. Course projects may require additional materials.

Instructor evaluations

Students will be required to complete a course/instructor evaluation form towards the end of the semester. This evaluation will allow you to assess your achievement of the course objectives.

Classroom rules of conduct

Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Cellular telephones must be turned off before lectures begin. Inappropriate behavior in the classroom shall result in a directive to leave class. Students who are especially disruptive also may be reported to the Dean of Students for disciplinary action in accordance with university policy.

Visitors in the classroom

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

Vandalism and abuse

Materials, tools, equipment, labs, work spaces, buildings and facilities should be taken care of to avoid damage, and to ensure that our department's resources continue to be available to everyone. Abuse of equipment or facilities will be reported, so please use them with care as well as common sense.

Plagiarism and academic dishonesty

The University defines plagiarism as "the appropriation of another's work or idea and the unacknowledged incorporation of that work or idea into one's own work offered for credit." Plagiarism is considered a serious academic and legal offense in our culture. Penalties for plagiarism can range from a failing grade on the assignment to expulsion from the university. The course instructor can determine the penalties of failure for the assignment to failure of the course. The university disciplinary committee determines penalties of suspension or expulsion. **Please see the complete SHSU policy on Academic dishonesty at www.shsu.edu/syllabus**

Americans with disabilities act

Any student with a disability that affects his/her academic performance should contact the Office of Services for Students with Disabilities in the SHSU Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786) to request accommodations. **Please see the complete SHSU Americans with disabilities policy at www.shsu.edu/syllabus**

Religious holidays

Please see the complete SHSU policy on Absences for Religious Holy Days at www.shsu.edu/syllabus

Phones and Text Messaging

The use of mobile devices during tests or quizzes is unacceptable and will result in grade of zero. Using mobile devices during class is rude and unprofessional, and may affect the professionalism aspect of project grades. If an emergency requires that you text or talk on your mobile device, please leave the classroom to do so.

Department of Art BFA Review and Graphic Design Portfolio Review

All Art students must successfully complete all of the Art Foundation courses and the BFA Review before being accepted into a BFA program in Computer Animation, Photography, or Studio Art or Graphic Design. Graphic Design students must also pass a separate Graphic Design Review after the BFA Review.

Please note

Your instructor reserves the right to change or modify the syllabus based on class progress, but will outline any such changes to the class when needed.

Acknowledgement and agreement

With your signature you acknowledge receipt and understanding of the course syllabus as well as the requirements and expectations for this course.

- ***I have received a copy of the syllabus for ARTS 3322 Typography.***
- ***I have read it and had a chance to ask questions about it.***
- ***I understand the requirements for this class as set forth in the syllabus.***
- ***As an example of student work, I grant my approval to display, publish, demonstrate, recreate, modify or distribute work created for this class.***