advanced typography
art 3354 spring 2013
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office hours: TH 1:00PM–2:00PM

Course Objective:

The main objective of this course is for the designer to be able to learn how to use type in print and in web. This course will consist of two parts: Web typography(mockup based) and print typography. The projects are about working with letter forms, words and paragraph to construct a appropriate, comprehensive and meaningful visual experience. This complex task involves developing a message that clearly and effectively engages/communicates.

In addition, build a cohesive composition that gains order, clarity and synergy from the relationships that emerge between each of the interconnected elements.

Description of Instructional Methods:

The structure of the class includes lectures, demonstrations, group discussion, individual and group critiques. Each project will include an introduction to the specifics of what is expected and what concepts we are covering. At the completion of assigned projects a critique/class review will take place. Grades will be presented after each project through blackboard. Please review the grading criteria and course requirements information. During the semester if you have any questions please contact me by e-mail, during class, office hours or by appointment.

Student Learning Outcomes:

A. Demonstrate sensitivity to the visual concerns of typography and to meaningfully explore issues relating to typographic organization of space & page layout

B. Analyze and evaluate electronic page layout tools and their respective impact typography and publication/web page design.

C. Apply relevant terminology — gain an understanding of practices and theory related to typography/typographic design

D. Gain the ability to determine design priorities and alternatives; research, define and evaluate criteria and requirements.

E. Demonstrate the ability to balance expression with functionality (content+ communication) in terms of typography usage

F. Create innovative solutions — ideas for electronic and print media in the area of Graphic Design. Solve communications problems with invention and clarity.

Course Projects:

1. Museum event page redesign/mobile/phone
2. Redesign Baseline Content Page/One spread
3. Poster for Social Change
4. Journey Journal

Suggested Book

* Typographic Web Design: How to think like a typographer in html and css by *Laura Franz*
* A Type Primer by *John Kane*

Attendance Policy:
Absences over 3 will result in a reduction or your final grade by one letter grade. With each additional unexcused absence, the grade will drop an additional unit. 15 minute absence during anytime class period will consider as an absence. Absences in critique day would be counted as two absences. Absense for final critique will count as two absences.

Late work
All work is to be turned in before or on time. Consistent late work will only be accepted at the instructor's discretion. Work turned in tardy (one class period) will receive an automatic drop of a full letter grade on the project grade. All other late work (one week or longer) will not be accepted and will be recorded as a zero.

Final Grades: Project Percentage
Your final grade will be calculated as follows:
70% 4 projects
20% Critique Participation/in-progress improvement
10% Oral Presentation

Project Evaluation Criteria
A. The project grade will be based on the student's performance in the following areas:
B. Innovative Idea Development / Conceptual Skills/ Design Skills
C. Rendering, Production And Technical Skills
D. Personal Commitment

Grades
A. Excellent: The quality is performed to a very high standard of proficiency.
B. Good : The quality is performed to a high standard. The student has reached
      a level which clearly exceeds "competency".
C. Average: The quality is clearly demonstrated without being exceptional in any way.
D. Weak: The qulity is demonstrated to a minimally acceptable level.
F. Unacceptable: The quality is absent or performed to a very low level, or
      performance is seriously flawed.

Final grades are the total of all projects grades, attendance, and participation.
Coming to class, and finishing the assignments does not guarantee a good grade
— effort does. Cell phones and text messaging devices are not to be used during
class time. Please refrain from Facebook-ing, texting, watching you etc. or using
Phones in a manner not pertinent to this course.

Email Communication:
Due to the high volume of email our faculty and the art office receive an important
message may be missed or response to your email may take time. If your email has not
been responded to within two days please contact me or stop by the my office
in person.

Americans With Disabilities Act:
The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 The Rehabilitation Act of 1973 as amended. With the passage of federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens. As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at www.uta.edu/disability.
Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.

Academic Integrity:
It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University. "Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts." (Regents' Rules and Regulations, Series 50101, Section 2.2)

Student Support Services Available:
The University of Texas at Arlington supports a variety of student success programs to help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally, or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals

E-Culture Policy:
The University of Texas at Arlington has adopted the University email address as an official means of communication with students. Through the use of email, UT Arlington is able to provide students with relevant and timely information, designed to facilitate student success. In particular important information concerning registration, financial aid, payment of bills, and graduation may be sent to students through email.
All students are assigned an email account and information about activating and using it is available at www.uta.edu/email. New students (first semester at UTA) are able to activate their email account 24 hours after registering for courses. There is no additional charge to students for using this account, and it remains active as long as a student is enrolled at UT-Arlington. Students are responsible for checking their email regularly.