

art 2354 Typography

SPRING 2014 IN FAB 368A
MW: 6:00PM–8:50PM

SYLLABUS CONTENTS:

contact	2
learning objectives	2
supplies	2
class structure	3
computer labs	3
projects	3
evaluation criteria	4
course calendar	5
attendance policy	5
required items	8

ART 2354.002: Typography

THE UNIVERSITY OF TEXAS AT ARLINGTON | DEPARTMENT OF ART + ART HISTORY | SPRING 2014

I acknowledge that I have read the syllabus and that the syllabus is subject to change as the semester progresses.

Print Name

Signature

Date

contact

instructor: Gladys Chow
e-mail: chow@uta.edu
office: FAB 379A
office hours: W 5:00PM-5:50PM or by appointment
office telephone #: 817.272.2891 (Art and Art History Office)
faculty profile: <https://www.uta.edu/mentis/profile/?10509>
section information: ART 2354 Section 002
time and place of class meetings: FAB 368A, MW 6:00PM-8:50PM

You may contact me at any time via email, and I will attempt to get back to you as quickly as I can. If you email me over the weekend, expect a longer reply time than during the work week.

CATALOGUE DESCRIPTION: ART 2354 TYPOGRAPHY

Three credit hours. Creative problem solving using basic elements of visual communication with an introduction to typography, composition, and materials. Prerequisite: ART 2304 or permission of the instructor.

learning objectives

- learn to analyze and observe the characteristics of typography
- practice analytical skills and use of design principles to find solutions to visual problems
- develop an understanding of typographic layouts and usage of typography on different media
- practice using tools and functions in design software
- use principles of grid systems to lay out typographic and graphical elements
- develop an understanding of hierarchy, grid and typography
- observe, research and analyze design trends and publications

NOTE: The instructor reserves the right to revise the syllabus and project evaluation criteria at any time as the class progresses. Students will be given reasonable notification and justification of any changes.

supplies

REQUIRED TEXT

Thinking With Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students by Ellen Lupton

STORAGE

a usb flash drive, 4GB or higher recommended

TOOLS

an exacto knife, with replacement blades
cutting mat, self-healing, at least 20" wide recommended
a ruler (cork back), at least 24" recommended
adhesive: eg. PMA mounting adhesive sheets or roll, glue stick, rubber cement, spray adhesive*
pencils, pens, markers, erasers, drawing supplies

OTHER

sketchbook / paper for sketching
tracing paper
matte illustration board (black)
foam core sheets (black / white)
3-ring binder, at least 1.5" recommended
a CD to turn in digital work at the end of the semester
a computer or access to a computer with Adobe design software installed

SOFTWARE

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
(Students can sign up for the Adobe Creative Cloud student membership for a monthly fee at www.adobe.com or the Adobe products are available for use in select computer labs on campus)
Recommended software training: lynda.com subscription

Additional supplies as needed for projects.

Please be prepared to bring necessary supplies to work in class.

*NO SPRAY ADHESIVE IN THE FINE ARTS BUILDING

Please be aware that spray mount, or any other aerosol paint, finish or fixative is not allowed in the Fine Arts Building, including the outdoor balconies.

class structure

The structure of the class include lectures, demonstrations, exercises, readings, research, projects, discussions, critiques, and in/outside class studio activities.

Student grades are determined from projects, exercises, readings, and other assigned activities to be completed in and/or outside of class studio hours. Some activities are required to be completed during class times only. **In addition to the time attending and working in class, students should expect to spend at least an additional 10-15 hours per week of their own time working on course-related activities** (eg. researching, sketching, concept development, assignments, software training, reading, revising projects, etc.).

Students should come to class prepared with materials, supplies, research, sketches, and applicable resources. Participation in class discussions, project critiques, and general effort will affect your grade. Unprepared, late to class, and/or non-participating students will received a reduced grade when applicable.

computer labs

There are various computer labs available on campus, please check ahead of time of the operating hours. Some labs will require you to swipe your MavExpress card and input a pin number to enter.

To check your pin number, please view:
<https://webapps.uta.edu/oit/selfservice/>

For more information on printing, please view:
<http://www.uta.edu/oit/cs/computerlabs/printing.php>

projects

In addition to exercises, assignments, and other class-related activities, there will be several projects scheduled throughout the semester that will be given a timeline of approximately two to three weeks to complete. Projects will be due on scheduled dates. Each project will include an introduction, expectations, and requirements. An in-class critique will take place after the completion of an assigned project. A **process book**** that includes your sketches, ideas, and research is also required to be handed in with your project. Grades will be presented after each project, and projects will be returned in class.

The **process book is a three-ring binder that is handed in with each project that shows the research, inspiration, and concept development of your design solution. Please have the following categories, separated with tabs, in your process book:

1. Research: include written and visual content that is relevant to the project and the design brief.
2. Inspiration: include inspirational images and ideas gathered from publications, online, design journals, and other resources.
3. Concept Development: include thumbnails, sketches, roughs, experimentations, digital process prints, etc.

PROJECT ACTIVITY***

1. Project 01: Application and usage of type (2 weeks)
2. Project 02: Understanding letterforms (2 weeks)
3. Project 03: Experimenting with type (2 weeks)
4. Project 04: Publication (3 weeks)
5. Project 05: TBD (2 weeks)
6. Project 06: TBD (2 weeks)

*****projects/assigned activities can change or be added to as the semester progresses**

evaluation criteria

Points earned for projects, exercises, and assignments are evaluated by the criteria below. Performance percentages are will be determined from the student's total earned points divided by the project's total available points.

Not all projects are worth the same point values. Points available to be earned from any project are based on scope of project. **Late work will not be accepted or evaluated. This also includes being late to critique days when projects are due. Late is considered 10 minutes after the class starts.**

PERFORMANCE LEVELS

EXCELLENT	A	90–100
GOOD	B	80–89
AVERAGE	C	70–79
WEAK	D	60–69
UNACCEPTABLE	F	0–59

COMPLETION

meet requirements, neat, refined, craft, effort, participation

20%

CONCEPT

high level of thinking/development, innovative ideas

20%

DESIGN

use of design theories, accessible, typesetting, layout

20%

VISUAL

appealing, strong aesthetics

20%

PROCESS

sketches, research, inspiration, prepared and staying on task

20%

PROJECT EVALUATION CRITERIA DETAILS

COMPLETION 20%

If you followed the **guidelines** for the project and have a high level of **craft** you will earn these points. The finished project implements technical skills for completion and is neat, clean, and has a **professional quality**. Completion also includes your demonstrated **effort** put forth in project, such as your involvement in the project development, seeking improvements, working on revisions, and participation in critiques.

CONCEPT 20%

An exceptional idea or concept can be judged on whether or not it is **relevant** to the particular problem or project given. If the concept is **innovative (fresh, unique)**, that will also contribute to a high score. **Strength** of concept is determined by how well the concept shows through the work. A strong concept/solution demonstrates creative and original thinking that communicates the intended message to the viewer.

DESIGN 20%

Design is paramount in typography. Exceptional design relates to following established design principles. These include the following concerns: Is the design **accessible or useable**? Is it designed in the most **efficient** way, or could it be simplified to have a greater impact? Can the user/audience **interact** with the piece? Do your **typographic choices** make sense, and is the typography set well (kerning, line spacing, etc.)? Are the typographic and graphical elements laid out in a unique way? Overall, a successful work demonstrates that the student understands and uses design and compositional strategies.

VISUAL 20%

Exceptional visuals mean that this project is **eye-catching and interesting**. Someone looking at the project without any prior knowledge would still find it to be **appealing aesthetically**. Visuals can be affected by a number of different criteria including, but not limited to color, value, and composition.

PROCESS 20%

Process includes the **research** component of your project. Exceptional process includes multiple examples of **designers and work that inspires you**, any **notes** on the topics you're researching, as well as any **sketches and process proofs** you might have. Coming to class **prepared** and staying on task during work days also affects this score.

course calendar

NOTE: The instructor reserves the right to revise the syllabus at any time as the class progresses. Students will be given reasonable notification and justification of any changes.

01.13 WELCOME!

INTRO	Syllabus + Blackboard
PRESENTATION	Intro to Typography
EXERCISE	Manual kerning, tracking, leading
TRAINING	InDesign
REMINDER	Read syllabus and return signed form

01.20 MARTIN LUTHER KING JR. DAY

NO CLASS	Holiday
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01.27

PROJECT	Project 01
TRAINING	InDesign

02.03

PROJECT	Project 01
TRAINING	InDesign
DEMO	Printing setup and tips

attendance policy

For each unexcused absence after 3, your final class grade will drop by 10%. Tardy is considered 10 minutes late to class time, and 2 tardies will equal one absence. If you are over 30 minutes late without documentation or notification, it is considered an unexcused absence.

01.15

PRESENTATION	Intro to Typography
EXERCISE	Type Anatomy
TRAINING	InDesign: Kerning, tracking, leading
REMINDER	AIGA Business + Design Ethics

01.22

SPRINT	The Letter A
PRESENTATION	Type Hierarchy
TRAINING	Adobe InDesign
PROJECT	Intro: Project 01

01.29

SPRINT	Numbers
PROJECT	Project 01
TRAINING	InDesign

02.05

CLASS CRITIQUE

PROJECT DUE	Project 01
PROJECT	Intro: Project 02
EXERCISE(S)	Gestalt Letterforms & Modular Type

02.10

PROJECT
EXERCISE
TRAINING

Project 02
Letterforms
InDesign

02.17

PROJECT
EXERCISE

Project 02
Letterforms

02.24

PROJECT
EXERCISE
READING DUE

Project 03
Grids
Upload answers to Letter section

03.03

PROJECT
TRAINING

Project 03
Illustrator/InDesign

03.10

SPRING BREAK

NO CLASS

Enjoy your break!

03.17

SPRINT
PROJECT
TRAINING

Event Flyer
Project 04
Illustrator/InDesign

02.12

PROJECT
EXERCISE
DEMO

Project 02
Letterforms
Mounting on foam core

02.19

CLASS CRITIQUE

PROJECT DUE
PROJECT
PRESENTATION

Project 02
Intro: Project 03
Grids

02.26

PROJECT
PRESENTATION
TRAINING

Project 03
Grids
Illustrator

03.05

CLASS CRITIQUE

PROJECT DUE
PROJECT

Project 03
Intro: Project 04

03.13

SPRING BREAK

NO CLASS

Enjoy your break!

03.19

PROJECT
TRAINING
DEMO
READING DUE

Project 04
Illustrator/InDesign
Binding methods
Upload answers to Text section

RECOMMENDED
TYPEFACES (TO
START WITH)

Aller
Arial
Baskerville
Century
Century Gothic
Cochin
Didot
Frutiger
Futura
Garamond
Georgia
Gill Sans
Helvetica
Letter Gothic
Lucida Grande
Minion Pro
Monaco
Optima
Palatino
Times New Roman
Trebuchet MS
Verdana

03.24

PROJECT
DEMO Project 04
Binding methods

03.31

PROJECT Project 04

04.07

PROJECT
READING DUE Project 05
Upload answers to Grid section

04.14

PROJECT
TRAINING Project 05
Illustrator

04.21

PROJECT Project 06

04.28

PROJECT Project 06

03.26

PROJECT
TRAINING Project 04
Illustrator/InDesign

04.02

CLASS CRITIQUE

PROJECT DUE
PROJECT Project 04
Intro: Project 05

04.09

PROJECT
TRAINING Project 05
Illustrator

04.16

CLASS CRITIQUE

PROJECT DUE
PROJECT Project 05
Intro: Project 06

04.23

PROJECT Project 06

04.30

CLASS CRITIQUE

PROJECT DUE Project 06

SAVE AND BACK UP YOUR WORK!

It is strongly recommended to save and back up your digital work in multiple locations. It is each individual student's responsibility to keep current copies of their work. Data loss is not an excuse for late work.

IN CLASS TIME: Silence cell phones during class. No social media during class time unless required for project. Break taking during lab work days is up to you, but excessive break taking will get you a tardy.

FINAL GRADES AND ASSESSMENT: Your final grade will be determined by the total earned points divided by total available points. If additional activities are made to the syllabus, the instructor will provide the value of the activity corresponding to the final grade.

NOTE: The instructor reserves the right to revise the syllabus at any time as the class progresses. Students will be given reasonable notification and justification of any changes.

required items

ACADEMIC INTEGRITY: Students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence. I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents' Rule 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

STUDENT SUPPORT SERVICES AVAILABLE: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.

ELECTRONIC COMMUNICATION: UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

AMERICANS WITH DISABILITIES ACT: The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the Americans with Disabilities Act (ADA). All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

STUDENT FEEDBACK SURVEY: At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

required items

DROP POLICY: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. ***Students will not be automatically dropped for non-attendance.*** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

STUDENT GRIEVANCE PROCEDURES

- ① Contact faculty member in writing (not email) to set up a meeting. The office staff can help accommodate that communication (FAB 335).
- ② If after the meeting the problem is not resolved, both faculty and student attend a meeting with the department chair together to resolve the issue.
- ③ If at that point the problem is not resolved, Departments Grievance Committee will review it.
- ④ All resolutions will adhere to university policies.

FINAL REVIEW WEEK: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

EMERGENCY EXIT PROCEDURES: *Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located from the room door straight down to the end of the hall to the door on the right (directly across from the glass display case).* When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

NOTE: The instructor reserves the right to revise the syllabus and project evaluation criteria at any time as the class progresses. Students will be given reasonable notification and justification of any changes.