

## **TYPOGRAPHY**

**2354-001, 002** | SPRING 2017

*Professor Veronica Vaughan*

*Email: veronica.vaughan@uta.edu*

*Office: Fine Art Building, #347B*

*Office Hours: Tuesday 4:50 - 5:50 pm,*

*Thursday 4:50 - 5:50 pm*

### **COURSE DESCRIPTION:**

Typography will build a foundation for your ongoing and future graphic design courses and is the center point for a successful career in visual communication. This course will introduce the fundamentals of typography as a critical skill for the communication design practice. In order to be a successful designer you must know and love letter forms, their technical aspects, aesthetic aspects and how to use and combine them successfully.

### **COURSE STRUCTURE:**

This class is a combination of lecture, critiques, in class work, and out of class work. The workload is meant to mimic the real-world professional environment. Additional hours will be needed outside of class to finish assignments.

At the completion of assigned projects a critique/class review will take place. Grades will be presented after each project. During the semester if you have any questions please contact me by e-mail, during class, office hours or by appointment.

### **COURSE OBJECTIVES:**

- To introduce the language of type, its practical use and historical grounding
- To recognize, evaluate and think critically about typography
- To equip students with aesthetic and conceptual problem solving skills
- Demonstrate the principles of hierarchy
- Apply and manipulate the grid system for entire page layouts
- To develop in the student skills in craftsmanship, professionalism, composition and work habits
- To explore the expressive possibilities of typography and develop a individual approach to typography
- Examine the expressive quality of type through character and type manipulation
- Select and arrange type to maximize legibility
- Develop knowledge of grids
- Introduce and develop typesetting techniques by use of industry standard hardware and software
- Develop an awareness of the emotional and intellectual potential of type

### **COURSE PROJECTS:**

1. Part 1: Historical Paper, PDF Presentation
2. Expressive Words
3. Font Poster
4. Part 2: Brochure

### **YOU WILL NEED**

- one USB flash drive
- a selection of art pencils (HB, 2H, 4H, etc.)
- black Sharpie ultra fine point
- one package of 8.5" x 11" printer paper (for concepting)
- spray mount as needed
- black on black presentation board as needed, 15" x 20"
- self healing cutting mat
- xacto knife and blades
- scoring bone
- metal ruler
- black 1.5" binder with plastic sleeves or black portfolio with plastic sleeves
- access to the Box with Mav email account (I will send you and invitation)

**CLASS ATTENDANCE POLICY:**

Absences over 3 will result in a reduction of your final grade by one letter grade. With each additional unexcused absence, the grade will drop an additional unit. A 15 minute absence during scheduled class time will be considered an absence. Absences on critique day or during final critique will be counted as two absences.

**LATE WORK:**

All work is to be turned 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.

**EXPECTATIONS FOR OUT-OF-CLASS STUDY:**

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend additional time on their own every week to complete course-related assignments, including reading required materials, completing assignments, and preparing for the main projects.

**FINAL GRADES: PROJECT PERCENTAGE**

Your final grade will be calculated as follows:

80% Projects

10% In Class Participation

10% Quizzes/Tests

**PROJECT EVALUATION CRITERIA:**

The project grade will be based on the student's performance in the following areas:

- A. Innovative Idea Development / Conceptual Skills / Design Skills
- B. Rendering, Production And Technical Skills
- C. Personal Commitment
- D. Participation in class discussions

**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 quality 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 — final projects/effort/class participation does. Your grades and comments will be given through blackboard. Please keep checking your blackboard to get up-to-date information.

**SOCIAL MEDIA RESTRICTION:**

Please refrain from use of cell phones for texting, facebook, tweeting etc during class time. You can NOT watch video/movie/music video during class time. If you have to make and/or receive an urgent phone call, please do so outside of the classroom.

**EMAIL COMMUNICATION:**

Due to the high volume of email the faculty and 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:**

UT 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), The Americans with Disabilities Amendments Act (ADAAA), and Section 504 of the Rehabilitation Act. 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 disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD) [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability).

Counseling and Psychological Services, (CAPS) [www.uta.edu/caps/](http://www.uta.edu/caps/) or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

**NON-DISCRIMINATION POLICY:**

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit [uta.edu/eos](http://uta.edu/eos).

**TITLE IX POLICY:**

The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. For information regarding Title IX, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX) or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or [jmhood@uta.edu](mailto:jmhood@uta.edu).

**ACADEMIC INTEGRITY:**

Students enrolled all UT Arlington courses 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 in their courses by 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. Additional information is available at <https://www.uta.edu/conduct/>.

**STUDENT SUPPORT SERVICES:**

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](mailto:resources@uta.edu), or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

**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 in box 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>.

**CAMPUS CARRY:**

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

**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 at the stairs. 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.

**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 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>.

**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.