

"WORDS HAVE MEANING, TYPE HAS SPIRIT." - PAULA SCHER

ART 2354 TYPOGRAPHY

FALL 2018 SYLLABUS

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ART 2354:001 TYPOGRAPHY

CLASS TIME

Mondays & Wednesdays from 8:00AM to 10:50AM
Fine Arts Building 357

INSTRUCTOR

Gladys Chow

CONTACT

email: glady.chow@uta.edu
office phone: 817-272-2891 (Art + Art History office)

OFFICE HOURS

Mondays & Wednesdays from 12:50PM to 1:50PM or by appointment
Fine Arts Building 2105B

CATALOGUE DESCRIPTION

ART 2354 Typography (3). 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.

COURSE LEARNING OUTCOMES

Upon completion of this course, students will be able to:

- » learn to analyze and observe the characteristics of typography
- » examine the expressive quality of type through character and type manipulation
- » to introduce the language of type, its practical use and historical grounding
- » to recognize, evaluate and think critically about typography
- » to develop in the student skills in craftsmanship, professionalism, composition and work habits
- » develop an understanding of typographic layouts and typographic hierarchy
- » use principles of grid systems to lay out typographic and graphical elements
- » gain essential techniques and skills required for digital production
- » enhance one's own ability to articulate and critique individual work
- » practice using tools and functions in design software
- » develop the ability to analyze, define, and solve problems
- » complete a visual and verbal professional presentation

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 their own time outside of class working on course-related activities (eg. sketching, researching, assignments, concept development, software training, reading, revising projects, etc.).

Information on materials and processes will be presented in lectures and demonstrations. Students are responsible to bring necessary supplies to class as needed to create work. Students will also view each other's work and expected to participate in class discussions, exercises, and critiques. Participation in class discussions, project critiques, and general effort will affect your grade. Unprepared, late to class, and/or non-participating students will receive a reduced grade when applicable.

*Please be respectful
of the studio tools
and equipment and
perform any necessary
clean up of your work
space after each class.*

SUPPLY LIST *additional supplies as needed for projects

Students should come to class prepared with materials, supplies, research, sketches, and applicable resources. Unprepared, late to class, and/or non-participating students will receive a reduced grade when applicable.

- » USB flash drive, 8GB or higher recommended
- » X-acto or utility knife, with replacement blades
- » cutting mat, self-healing, at least 20" wide recommended
- » ruler (cork back), at least 24" recommended
- » adhesive: eg. PMA mounting adhesive sheets or roll, glue stick
- » pencils, pens, markers, erasers, drawing supplies
- » sketchbook / paper for sketching
- » tracing paper
- » black crescent illustration boards, as needed
- » white foam core boards, as needed
- » budget for printing (eg. color printing, large format sizes)
- » 3-ring binder, at least 1.5" recommended
- » package of plastic page sleeves, at least 50 sleeves
- » a computer or access to a computer with Adobe design software installed

SOFTWARE

- » Adobe InDesign, Illustrator, Reader (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 (estimated \$30/month)

PRINTING FOR PROJECTS

- » please set aside a budget for printing (estimated \$70-\$90)
- » high quality prints are required when submitting your projects
- » price will depend on different printing suppliers (eg. Kinko's, Bird's) or printing formats (eg. color printing, large format sizes)

ATTENDANCE

Attendance is critical to the student's success. Legitimate absence due to illness or personal emergency will be considered, although it does not excuse from course obligations. Students enrolled in studio courses are expected to attend all class sessions, as interaction and class participation are important aspects of the total learning process and should be valued as such. Additionally, absences during lectures, slide presentations, demonstrations, and critiques are non-repeatable in-class events, directly affecting student assimilation of course content. You are responsible for all materials presented in class. Excused absences are not excuses from completing the required work. Students are expected to complete work as assigned on due dates.

For each unexcused absence after 3, your final class grade will be lowered by one letter grade. 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. Absences on critique day or during final critique will be counted as two absences.

Attendance is a critical component for success in this class. For each unexcused absence after 3, the final grade will be lowered by one letter grade.

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.

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. Class critiques will be scheduled throughout the semester to review and provide feedback on work in progress. 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 01: Part 1 Historical Paper + PDF Presentation
 - » Project 02: Expressive Words
 - » Project 03: Magazine Spreads
 - » Project 04: Part 2 Brochure

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

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

GRADING SYSTEM
A: 90%-100% (Excellent)
B: 80%-89% (Good)
C: 70%-79% (Average)
D: 60%-69% (Weak)
F: 0%-50% (Unacceptable)

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.

FINAL GRADES ASSESSMENT

Your final grade will be calculated as follows:
80% Projects
20% Exercises/Readings/Quizzes/In-class participation

Grading System with corresponding percentages:

Grade A: 90%-100% (Excellent)
Grade B: 80%-89% (Good)
Grade C: 70%-79% (Average)
Grade D: 60%-69% (Weak)
Grade F: 0%-50% (Unacceptable)

CRITIQUES

Critiques are held to determine which designs are effective, and why. Individual or group critiques will be held at each stage of the design process. Failure to have adequate work to present will directly affect the student's grade. The participation of each class member is expected.

Completed assignments must be ready for presentation at the start of scheduled critiques. No class time will be allotted for printing, matting, or preparing your digital presentation on critiques days. Points will be deducted from assignments/projects not ready for presentation.

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.

KEEP TRACK OF YOUR PROGRESS

Students are responsible to keep track of their progress throughout the course. Please check Blackboard often for updates. If you have questions or concerns of your progress, please set up an appointment with the instructor.

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.

COMMUNICATION WITH STUDENTS

If the need arises, faculty will contact through your campus e-mail address. You are responsible for reviewing your e-mails and responding appropriately. The instructor sends email announcements through UTA MyMav Account and Blackboard. 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.

SYLLABUS SUBJECT TO CHANGE

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.

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INSPIRATIONAL RESOURCES

art | design | cool stuff

underconsideration.com/fpo
ilovetypography.com
welovetypography.com
typographyserved.com
typographicposters.com
typographica.org
beautifultype.net
typeculture.com
designshack.net
ffffound.com
first-stop.org
netdiver.net
caroleguevin.com
letterpress.dwolske.com
ms-studio.com/
typarchive.com
friendsoftype.com
designcrushblog.com
betterlivingthroughdesign.com
butdoesitfloat.com
thecoolhunter.net
swiss-miss.com
blog.drawn.ca
thefoxisblack.com
aqua-velvet.com
formfiftyfive.com
coverjunkie.com
fubiz.net
thisiscolossal.com
booooooom.com
brainpickings.org
designobserver.com
aiga.org
designarchives.aiga.org
theblanksheetproject.com
dandad.org
blogs.adobe.com/typblography
smashingmagazine.com
good.is
icograda.org
typeculture.com
logopond.com
designmilk.com
typophile.com
designlab360.org
ilovetypography.com
behance.net
skillshare.com
lynda.com
tv.adobe.com
designcuts.com

publications

Thinking With Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students, Ellen Lupton
Typoholic: Material Type in Design, Viction Workshop
Type Player II, Sandu Publishing
The 3D Type Book, FL@33, Tomi Vollauschek, Agathe Jacuillat
Typographic Systems of Design, Kimberly Elam
Grid Systems: Principles of Organizing Type, Kimberly Elam
Making and Breaking the Grid: A Graphic Design Layout Workshop, Timothy Samara
Type Addicted, viction:ary

magazines

Communication Arts
Print
HOW
CMYK
Creative Quarterly

films

helvetica
objectified
the external world

grids

thegridsystem.org/
960.gs/

find fonts

fontsquirl.com
typekit.com
myfonts.com
google.com/fonts

podcasts

design matters
design life
creative mornings

COURSE CALENDAR

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.

W1	08/22	Course introduction; Syllabus; Intro to Typography; Project 01 introduction
W2	08/27	Project 01 research; Exercise 01
	08/29	Project 01 paper continued; DUE: Exercise 01
W3	09/03	No class: Labor Day holiday
	09/05	Project 01 paper continued; Project 02 introduction
W4	09/10	Project 01 Paper Due; begin to create presentation; Project 02 progress; Exercise 02 continued
	09/12	Project 01 presentation progress; Project 02 progress; Exercise 02 continued
W5	09/17	DUE: Reading-Letter ; Project 01 progress; Project 02 progress; Exercise 02 continued
	09/19	Project 01 presentation progress; Project 02 progress; Exercise 02 continued
W6	09/24	DUE: Exercise 02; Project 01 presentation progress; Project 02 progress
	09/26	DUE: Project 01 presentations; DUE: Project 02; Project 03 introduction
W7	10/01	Project 03 progress
	10/03	Project 03 progress
W8	10/08	Project 03 progress
	10/10	Project 03 progress
W9	10/15	DUE: Reading-Text ; Project 03 progress
	10/17	Project 03 progress
W10	10/22	Project 03 progress
	10/24	Project 03 progress; Project 04 introduction
W11	10/29	DUE: Project 03
	10/31	Project 04 progress
W12	11/05	Project 04 progress
	11/07	DUE: Reading-Grid ; Project 04 progress
W13	11/12	Project 04 progress; Type Quiz review
	11/14	Type Quiz ; Project 04 progress
W14	11/19	Project 04 progress; DUE: Typeface Presentations
	11/21	No class: Thanksgiving Holiday
W15	11/26	Project 04 progress
	11/28	Project 04 progress; DUE: Optional Bonus Assignment(s)
W16	12/03	DUE: Project 04

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.

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 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.

Counseling and Psychological Services, (CAPS) 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.

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 or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.

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, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

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/>.

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://wwwb.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.

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UT ARLINGTON | ART + ART HISTORY DEPARTMENT | FALL 2018 | SECTION 001

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

Print Name

Signature

Date