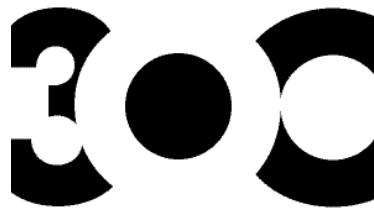


TYPOGRAPHY



*Fall 2014*

## TYPOGRAPHY / 81782 - ART 300 - 803 Casey McGarr

### COURSE SYLLABUS

---

#### E-MAIL

Casey.McGarr@tamuc.edu

*E-mail should be used for brief verbal communications only.*

*If your e-mail is longer than 55 words, I suggest some face-time.*

**OFFICE HOURS** (by email confirmation)

Monday 1:00 - 3:00

Tuesday 1:00 - 3:00

214.752.9009 Office #327

#### CLASS INFORMATION

Credit hours: 4.0

Meeting times: Tuesday 11:00 p.m. till 3:00 p.m.

Meeting location: Room 320

#### REQUIRED AND SUGGESTED TEXT BOOKS AND RESOURCES

Required:

Doyald Young, Delphi Press *Dangerous Curves* \$53.50

Jim Williams, *Type Matters*, \$29.95 Amazon.com

Communication Arts Magazine (student discount) \$39.00

#### COURSE SUMMARY

This course will serve as an introduction to the basic concepts of typography and its role in graphic design as visual language.

#### COURSE DESCRIPTION

Course content will address type history, anatomy, terminology, formal and aesthetic issues, and tools and materials of the trade. Thumbnail ideation, rationale writing, type manipulation, creative session critiques, and computer generated comprehensives will be explored through weekly assignments.

#### COURSE OBJECTIVES

1. Gain an understanding of typographic architecture from a single letterform to an entire page layout.
2. Understand the basic formal and aesthetic issues in type selection.
3. Introduction to the design process from pencil roughs to final computer comprehensives.
4. Strengthen knowledge and application of design elements and principles with respect to graphic design.
5. Become fluent in your verbal design-language skills through class critiques.
6. Develop an understanding of logotypes and lettermarks.

#### COURSE STRUCTURE

The class will be a combination of lecture, in class work and critiques with outside class exercises and assignments. The weekly schedule will be rigorous and meant to mimic a "real-world" professional practice environment. A commitment to many hours of homework will be necessary to achieve the goals for this class and its completion. A basic understanding of typography will play a crucial role in all of your future design endeavors. **This may very-well be the most important class that you undertake in your design education.**

#### ABSENCE POLICY

- You may be absent from class twice.
- On your first absence you will receive an e-mail warning, which is copied to Lee Whitmarsh.
- On your second absence you will receive an e-mail and you will be contacted by Lee Whitmarsh.
- On your third absence you will receive an F in the class. If you wish to drop the class you will receive a drop/fail.
- Two tardies of 20 minutes or more equals an absence.
- A tardy of 60 minutes equals an absence.
- Two late returns from break of more than 10 minutes equals one absence.
- If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade. If a student does not show up for the final they automatically fail the class.
- There is no distinction between excused and unexcused absences.

**TYPOGRAPHY / 81782 - ART 300 - 803 Casey McGarr**

**COURSE SYLLABUS**

.....

**CLASS POLICY**

If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade. If a student does not show up for the final they automatically fail the class.

**CELL-PHONES, HEAD-PHONES, BEEPERS OR OTHER PDA DEVICES MAY NOT BE TURNED ON OR USED IN CLASS AT ANY TIME. COMPUTERS MAY NOT BE USED IN CLASS WITHOUT THE PERMISSION OF THE INSTRUCTOR.**

**SUPPLIES ( NOT NECESSARY FOR FIRST CLASS)**

Required:

- Steal edge for T-square (optional)
- 20"-24" T-square
- Triangles (2) (optional 10-inch adjustable)
- Circle templates and Ellipse templates
- French curve set (optional)
- A selection of various art pencils – #2, HB, 2H, 4H, 6H, etc.
- Schaedler precision ruler set (2)
- Bienfang 50 or 100 sheet Parchment pad. 9" X 12"
- Bienfang 50 or 100 sheet Graphics 360 pad. 14"x17"
- Erasers (Magic Rub eraser, kneaded eraser and Pink Pearl eraser)
- Sharpener
- Masking Tape (shared)
- Dusting brush (optional)
- Xacto knife and number 11 blades (100 bulk pack best value)
- Self-healing cutting mat, 12"x18"
- Black mat board as needed, 15"x20" (Letramax or similar)
- Discuss Spray Mount / rubber cement, pick-up
- Cheap calculator
- Burnisher
- Stapler (shared)

**ASSIGNMENTS** *(Assignments are subject to change based upon the needs and progress of the class)*

- |   |        |
|---|--------|
| 1. Craftsmanship                        | 14.28% |
| 2. Loitering With Intent                | 14.28% |
| 3. Personality Type (type manipulation) | 14.28% |
| 4. Mid Term Exam, October 17th          | 14.28% |
| 5. Typographic Hierarchy                | 14.28% |
| 6. Magazine Layout                      | 14.28% |
| 7. Participation Grade                  | 14.28% |

**DOWNLOAD TYPOGRAPHY HANDOUT FROM THE LINK BELOW, 3 HOLE PUNCH AND PLACE INTO YOUR BINDER.**

<http://www.tamuc.edu/viscom/>

**COURSE SYLLABUS**

.....

**GRADING SCALE**

- A. 90 to 100 points: Excellent (work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique)
- B. 80 to 89 points: Good (work above the general class level, participation in classroom discussion and critique)
- C. 70 to 79 points: Average (average work, minimal requirements met)
- D. 60 to 69 points: Below Average (work below class average, lack of participation and/or poor attendance)
- F. 50 to 59 points: Poor ( inferior work, work not turned in, failure to attend class)

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude.

**GRADE EVALUATION**

Your final grade will be based on an average of all assignments, attendance and an participation grade. The participation grade is based on: dedication to methodology application, conceptual thinking ability, daily class involvement and contributions to your classmates, as well as both a desire and capacity to show progress and meet deadlines. Grades will be discussed on an individual basis by office appointment only—not in class. Note: Violations of class policy with respect to cell-phones, head-phones, or other PDAs as well as unauthorized computer use in class with result in a one-point deduction from the current assignment.

**WORDS TO-THE-WISE**

Show up, be committed in your work, and immerse yourself in the process. It's your show.  
DO NOT FALL BEHIND

**HOLIDAY**

- September 2nd - Labor Day (Monday)
- October 17th - Mid Term Exam
- November 28th - 29th Thanksgiving Holiday
- December 12th - Final Assignment Due (last day of class)

**ACADEMIC INTEGRITY AND PLAGIARISM**

Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic dishonesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.

**STATEMENT ON ACCOMMODATIONS FOR ADA ELIGIBLE STUDENTS:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**OFFICE OF STUDENT DISABILITY RESOURCES AND SERVICES**

Texas A&M University-Commerce  
Gee Library, Room 132  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
StudentDisabilityServices@tamuc.edu

**COURSE SYLLABUS**

.....

**STUDENT CONDUCT/CITIZENSHIP**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook). Students are expected, at all times, to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time and effort toward the educational process.

All students must show respect toward the instructor and the instructor's syllabus, presentations, assignments, and point of view. Students should respect each others' differences. If the instructor determines that a student is not being respectful towards other students or the instructor, it is the instructor's prerogative to ask the student to leave, to refer the student to the department head, and to consider referring the student to the Dean of Students who may consider requiring the student to drop the course. Please refer to pages 42 – 46 of the Texas A&M University-commerce Student guidebook's Codes of Conduct for details.