

## ART 463, ADVANCED TYPOGRAPHY SYLLABUS

**TEXAS A&M COMMERCE**  
**SPRING 2015**

**MOLLY HAWTHORNE**  
tamutype@gmail.com  
Google Drive: <https://drive.google.com/folderview?id=oB1HyoDqg5erZQUx3WGtDdWV4R2M&usp=sharing>

**OFFICE HOURS**  
By appointment and for special occasions only

**CLASS TIMES**  
6:30 PM–10:30 PM

### SUMMARY

Advanced typography is an in-depth examination of the principles and potential of typography with emphasis on typographic composition. This course enables student exploration of the role that typography plays in shaping the form and content of communication. Through a series of studio exercises that introduce letterforms and text in relation to image, hierarchy and grid structures, students will explore a variety of design problems and build skills in communicating visual meaning. Lectures and demonstrations will build on existing student experience and knowledge to expand exposure to historical, theoretical, and practical uses of typography. Class critiques and discussion will augment lectures and demonstrations.

### OBJECTIVES

- Understand at a basic level, the semantics of typographic messages
- Apply existing knowledge of history, theory, technique and form to projects
- Learn about various forms of linear and non-linear story-telling via use of the grid
- Navigate the challenge of pacing, or consistency without monotony
- Learn to control complex composition and hierarchy
- Understand contemporary approaches to pairing typefaces
- Continue to develop critical thinking, research and writing skills
- Successfully communicate meaning visually
- Demonstrate exemplary digital and hand craft
- The emphasis of the class is typography—not any particular piece of software.

### STRUCTURE

- 3 assignments with emphasis on iterative idea generation
- 5 exercises geared toward sequential skill development
- Dedicated in class time for individual and group critique, work time and discussion
- Assigned readings from required, recommended, on-line, or reserve texts
- Emphasis on studio production, writing and research done outside of class time
- Simple scheduled quizzes geared toward comprehension and vocabulary
- Instructor maintains the right to employ pop quizzes on typefaces, terminology, reading, lectures, etc.—especially if overall class participation is lackluster.

### SUGGESTED MATERIALS

- Access to laptop or computer with design software
- Access to digital camera
- Sketching and note taking materials
- Production materials (xacto, metal ruler, adhesives, etc.)
- Flash drive or hard drive to preserve files
- Black paper and glue for mounting
- Any additional items will be shared on class Google Drive Folder

### DIGITAL RESOURCES

Project descriptions and schedules—are stored within a class Google Drive folder: <https://drive.google.com/folderview?id=oB1HyoDqg5erZQUx3WGtDdWV4R2M&usp=sharing>

**TEXAS A&M COMMERCE**  
**SPRING 2015**

**MOLLY HAWTHORNE**  
tamutype@gmail.com  
Google Drive: <https://drive.google.com/folderview?id=oB1HyoDqg5erZQUx3WGtDdWV4R2M&usp=sharing>

**OFFICE HOURS**  
By appointment and for  
special occasions only

**CLASS TIMES**  
6:30 PM–10:30 PM

## PROJECT DOCUMENTATION

Students may be requested to upload documents to various online entities including Issuu, Dropmark, Google Drive, etc. All imagery must be documented at actual size at a resolution no lower than 300 dpi. The instructor reserves the right to use/reference student work in publication but must properly cite the student designer and follow any other university guidelines.

## EVALUATION

Exercises and assignments are evaluated on four criteria:

**OBJECTIVES:** Meets stated objectives as outlined in each project.  
*Did the student follow instructions and meet project parameters?*

**CONCEPT:** Exhibits learning through risk taking and considered decision-making.  
*Did the student problem solve creatively within given parameters and was the concept executed well?*

**PRESENTATION:** Achieves quality and refinement in final presentation with respect to digital and handcraft. *Did the student give special attention to construction, detail and sense of craft?*

**PARTICIPATION:** Participates in group critique and articulates thoughtful dialogue with the instructor verbally and in writing. *Did the student contribute to a positive and critical atmosphere while maintaining a professional and respectful demeanor? Did the student share exercise and quiz results as requested?*

**PROCESS:** Demonstrates lateral thinking and follows intelligent and thorough path from research and concept to refinement and completion. Updates project documentation upon request. *Did the student undertake a generative process and consistent level of effort? Did the student share documentation as requested?*

All criteria will be examined for a final project grade with 100 points being the maximum possible grade. Exercises will make-up 40% of your total course letter grade. Quizzes account for 10% and longer assignments will account for the remaining 50% of the final score

### GRADING SCALE:

- A 90 to 100 points:** Excellent (superior effort and results above and beyond)
- B 80 to 89 points:** Good (significant effort and hard work)
- C 70 to 79 points:** Average (minimal class requirements met)
- D 60 to 69 points:** Below Average (below class average expectations)
- F 50 to 59 points:** Poor (inferior work and attitude)

Grades will be discussed on an individual basis by appointment only—not in class.

---

**TEXAS A&M COMMERCE**  
**SPRING 2015**

**MOLLY HAWTHORNE**  
tamutype@gmail.com  
Google Drive: <https://drive.google.com/folderview?id=oB1HyoDqg5erZQUx3WGtDdWV4R2M&usp=sharing>

**OFFICE HOURS**  
By appointment and for special occasions only

**CLASS TIMES**  
6:30 PM–10:30 PM

### PROJECT RESUBMISSIONS

Any project submitted for final critique is subject to improvements based on instructor and peer critique. Permission for resubmitting projects is at the discretion of the instructor. Grades from resubmissions will be averaged with the original project grade.

### LATE AND INCOMPLETE PROJECTS

Projects that are submitted late or are notably incomplete without permission from the instructor will be reduced one full letter grade each day the project is late.

### COMMUNICATION TECHNOLOGIES

Respect your peers, guests and instructor—keep cell phones off and refrain from texting, instant messaging and surfing during class unless otherwise specified.

### ATTENDANCE

Students who miss class are expected to make up all studio work and homework assignments with no extensions granted to project deadlines. If you have a serious illness or need an extended absence from class, email the instructor and Lee Whitmarsh to request special arrangements. At the start of each class, students must sign-in via a paper roster. Failure to sign-in will result in an absence. Please note the following:

**ABSENCES:** Students may miss class twice. There is no distinction between excused and unexcused absences.

**PENALTIES:** After the *first absence* students receive an e-mail warning, which is copied to Lee Whitmarsh. After the *second absence* students receive an e-mail and will be contacted by Lee Whitmarsh. Upon a *third absence*, students receive an **F** in the class. Subsequently, students wishing to drop the class will receive a drop/fail.

**TARDIES:** Late by 10 minutes or more (at the start of class or following a break), asleep, disengaged, leaving early without permission, or gross lack of participation.

**PENALTIES:** Two tardies of 10 minutes or more equals one absence. A tardy of 60 minutes equals an absence. Two late returns from break of more than 10 minutes equals one absence.

**CLASS FINAL:** If a student is over 10 minutes late for the final, a full letter grade will be deducted from the final course grade. Absence during the course final will result in automatic failure.

### ACADEMIC DISHONESTY POLICY

Though they might appear similar, plagiarism and appropriation are actually two different practices. While it is true that appropriation involves taking possession of something, like an image, often without permission; it is also true that an appropriated image is not presented as the original. Likely, the appropriation artist desires the viewer to recognize the referenced image as a comment on the original—sometimes using critique, parody or homage—a practice that falls under the realm of “fair use” in copyright law.

Plagiarism is a serious offense and illegal in the context of our nation’s copyright law. Texas A&M University-Commerce does not tolerate plagiarism and other forms of

---

**TEXAS A&M COMMERCE  
SPRING 2015**

**MOLLY HAWTHORNE**  
tamutype@gmail.com  
Google Drive: <https://drive.google.com/folderview?id=oB1HyoDqg5erZQUx3WGtDdWV4R2M&usp=sharing>

**OFFICE HOURS**  
By appointment and for  
special occasions only

**CLASS TIMES**  
6:30 PM–10:30 PM

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 STUDENT BEHAVIOR**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (see Student's Handbook, Policies and Procedures, Conduct).

All students must show respect toward the instructor and the instructor's syllabus, presentations, assignments, and point of view. Students should respect each other's 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.

#### **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.

Within the context of this class, students may be required to find source material for various typesetting exercises. This is intended to create an emotional connection to the work and to keep students engaged in their individual assignments. As such, students will be exposed to copy source materials that reference or are appropriated from a breadth of authors, historical references, tweets, lyrics, poems, etc. Therefore, students must be mindful of the affect language choice, or author, can have on an audience—which, in this case, includes the instructor and class. Source material should not be purposefully polarizing: violent, overtly sexual, overly political or in any way derogatory on the basis of race, gender, orientation, etc. At base, be mindful of the generally accepted cultural and social guidelines of *NSFW*.

---

**TEXAS A&M COMMERCE**  
**SPRING 2015**

**MOLLY HAWTHORNE**  
tamutype@gmail.com  
Google Drive: <https://drive.google.com/folderview?id=oB1Hy0Dqg5erZQUx3WGtDdWV4R2M&usp=sharing>

**OFFICE HOURS**  
By appointment and for special occasions only

**CLASS TIMES**  
6:30 PM–10:30 PM

## ACCOMMODATIONS

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  
903-886-5150 or 903-886-5835  
[StudentDisabilityServices@tamu-commerce.edu](mailto:StudentDisabilityServices@tamu-commerce.edu)

## SAFETY

This class is relatively safe compared to many courses within studio art. Still, please be health conscious in studio as some activities require special mindfulness with respect to safety—especially cutting using knives or a paper cutter.

**CUTTING:** Cut only on appropriate surfaces when using knives or blades. Do not cut directly on tables. Always use a sharp blade while cutting with an x-acto knife. A dull blade is more likely to lead to injury because they cannot always slice through imperfections in illustration boards or other materials. Dull blades can jump from the intended cutting path—a common scenario for accidents.

Always use a metal straight edge when trimming boards or cutting mats. Hold the straight edge securely in place, and ask for assistance if the length of the cut is too long for a secure grip to be maintained during the entire range of the cut. Make sure any person assisting has hands safely out of the blade's path.

Read the safety information on all products and use only as advised. Bring any questions regarding safe conduct within the studio to an instructor.