

ART 463.801 and 463.802 - Advanced Typography
Spring 2016
Texas A&M University Commerce
12:00-4:00 PM Tuesdays & Thursdays
Room No. 403-UG-Lecture

CONTENT PROVIDER: Douglas D. May

OFFICE: Downtown Campus

OFFICE HOURS: 4-5 PM Tuesday & Thursdays by appointment

CREDIT HOURS: 4 credit hours

COURSE DESCRIPTION: This course will provide an overview of Advanced Typography as a required skill for a career track in the applied arts and visual communication professions. This will be accomplished through a combination of lecture and discussion in a seminar format, reading and assignments/design projects and critiques. The lectures may be supplemented with visiting professionals.

LEARNING OBJECTIVES:

Upon completion of this course students will:

- Strengthened skills and understanding in the typographic arts
- Understand the professional requirements for applied typography
- Understand the entry-level job expectations for such skills to expect from potential employers
- Learn advance terminology and vocabulary for effective communication with creative collaborators
- Understand the periods of historical importance and technological advancements in type development and the implications on communication

PROJECTS: This semester will consist of 4–6 typography projects that will vary in length and complexity—the majority of which will yield portfolio level projects.

ACADEMIC MISCONDUCT:

Academic Misconduct any act that violates the academic integrity of the institution is considered academic misconduct. The procedures used to resolve suspected acts of academic misconduct are available in the offices of Academic Deans and the Office of Campus Life and area listed in detail in the Undergraduate Catalog (Student Policies Academic Control Policy Details. Specific example include/ but are not limited to:

GRADING GUIDELINES:

Grades will be assigned according to the following scale:

- A = 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 = Work above the general class level, participation in classroom discussion and critique
- C = Average work, minimal requirements met
- D = Work below class average, lack of participation and/or poor attendance
- F = Work 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. These specifications are applied with the following percentages:

- 75% Major projects (3 @ 25% each)
- 10% Minor projects, quizzes or tests
- 10% class participation

The Department of Art reserves the right to discontinue enrollment of art major students at any time if satisfactory academic progress is not being made. Students who have accumulated three unsatisfactory grades (D or F) in studio art or visual communication courses taken for college credit at Texas A&M University Commerce or elsewhere will not be permitted to continue, be readmitted, or graduate with a major in studio art or visual communication. Courses in which a grade below the minimum is received may only be repeated once.

ATTENDANCE POLICY:

FIRST ABSENCE: The student will be notified via email and the instructor and administration will be copied.

SECOND ABSENCE: The office will email administrator and copy the instructor and the student. Lee Whitmarsh will contact the student.

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THIRD ABSENCE: Lee Whitmarsh will email the student that they have failed the course; the instructor and the administration office are copied.

Two tardy notices equal one absence

A tardy of 60 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.

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester.

No mobile phones or texting in the classroom, unless during a class break. No eating in the classrooms. Please direct students to the gallery or 3rd floor space.

STUDENT CONDUCT

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette <http://www.albion.com/netiquette/corerules.html>

ADA STATEMENT

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

Email: Rebecca.Tuerk@tamuc.edu

Website: Office of Student Disability Resources and Services

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

NONDISCRIMINATION NOTICE:

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

ACADEMIC INTEGRITY AND PLAGERISM:

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. 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).

SCHEDULED SPRING BREAK – No classes March 14th-18th, 2016

PLEASE NOTE: This syllabus is subject to change. If any element, assignment, or due dates change; you will be advised during your class time.