

TYPOGRAPHY / ART 300 - 802 81934 Casey McGarr
SYLLABUS

INFORMATION

Instructor: Casey McGarr, Associate Professor Visual Communication
Office Location: 415
Office Hours: Office Hours: Monday 1-3, Wednesday 11-4, by appointment only, phone, or email
Office Phone: 214.954.3636
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CLASS INFORMATION

Credit hours: 4.0
Meeting times: Tuesday 12:00 p.m. till 4:00 p.m.
Meeting location: Room 406

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

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

CLASS POLICY

Cell-phones, head-phones, beepers or other pda devices may not be turned on or used in class at any time.

YOU WILL BE ASKED ONCE TO PUT AWAY CELL PHONE, THE SECOND TIME YOU WILL BE ASKED TO LEAVE AND COUNTED AS ABSENT.

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, 2B, 3B, 4B, 2H, 4H, 6H, and Ebony Black

Schaedler precision ruler set (2)

Bienfang 50 or 100 sheet Parchment pad. 9" X 12", cut down to 8.5 x 11 at FedEx Kinkos

Bienfang 50 or 100 sheet Graphics 360 pad. 9"x12", cut down to 8.5 x 11 at FedEx Kinkos

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 foamcore 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*)

- Craftsmanship 14.28%
- Loitering With Intent 14.28%
- Personality Type (type manipulation) 14.28%
- Mid Term Exam, October 22nd 14.28%
- Typographic Hierarchy 14.28%
- Magazine Layout 14.28%
- Participation Grade 14.28%

ABSENCE POLICY

- You may be absent from class twice.
- On your first absence you will receive an e-mail warning, which is copied to Aerielle Karpinsky and forwarded 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.

GRADING SCALE

- 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)
- 80 to 89 points: Good (work above the general class level, participation in classroom discussion and critique)

- 70 to 79 points: Average (average work, minimal requirements met)
- 60 to 69 points: Below Average (work below class average, lack of participation and/or poor attendance)
- 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 5th - Labor Day (Monday)
October 22nd - Mid Term Exam
November 23rd - 25th Thanksgiving Holiday
December 13th - Last day of class

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>

SCHOLASTIC DISHONESTY

- Scholastic dishonesty will not be tolerated in any class -related activity.
- Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one's own work.
- Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.
- Plagiarism is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. Cite your references.
- Cheating is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.
- Collusion is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.
- Academic dishonesty could result in expulsion from the University

ADA STATEMENT STUDENTS WITH DISABILITIES

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.

TEXAS SENATE BILL - 11

(Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.