

ART 463.801 and 463.802 - Advanced Typography
Spring 2017
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.

PROJECTS: This semester will consist of 4–5 typography projects that will vary in length and complexity—yielding portfolio-review level projects.

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.

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 presentation 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.

STUDENT LEARNING OUTCOMES:

Upon completion of this course, students will gain:

- Strengthened skills with a further understanding of the typographic arts
- Understanding for the professional requirements of applied typography
- Understanding for entry-level job expectations for such skills as expected from potential employers
- Knowledge of advanced terminology with vocabulary for effective communication with creative collaborators
- Exposure to the periods of historical importance and technological advancements in type development and the implications on current communication practices
- Conceptual and presentation skills through the completion of projects of increased complexity over the semester

GRADING GUIDELINES:

Grades will be assigned per 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:

60% Major projects (2 @ 30% each)

30% 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.

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INSTRUCTOR RESPONSE TIME:

Communication from students will be responded to within 24 hours during the work week. Weekend communication will be handled the next business day unless noted by the instructor.

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

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.

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.

SCHEDULED SPRING BREAK – No classes March 13-17, 2017

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