

## **TYPOGRAPHY / ART 300 - 802 81560** Casey McGarr

### **SYLLABUS**

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#### **INFORMATION**

Instructor: Casey McGarr, Associate Professor Visual Communication  
Office Location: 415  
Office Hours: By appointment only, phone, or email  
Office Phone: 214.954.3636  
Email: casey.mcgarr@tamuc.edu

#### **CLASS INFORMATION**

Credit hours: 4.0  
Meeting times: Tuesday 12:30 p.m. till 4:30 p.m.  
Meeting location: Room 403

#### **REQUIRED AND SUGGESTED TEXT BOOKS AND RESOURCES**

1. Doyald Young, Delphi Press Dangerous Curves \$100.00 <http://www.doyaldyoung.com/DC01.html>
2. Jim Williams, Type Matters, Amazon.com \$29.95 (Check 1/2 price books or online for used book)
3. Communication Arts Magazine (student discount) \$39.00

#### **SUGGESTED TEXT BOOKS**

1. Alex Fowkes, Drawing Type, An Introduction to Illustrating Letterforms, Rockport
2. Heller and Fili, Scripts, Elegant Lettering from Design's Golden Age Thames & Hudson

#### **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. (8.3 pt. Frutiger CE 45 light, C & L)
3. Introduction to the design process from pencil thumbnails 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 a basic understanding of typographic form relationship in logotype and lettermark design process.
7. **LEARN TO LOVE TYPE (8.3 pt. Bodoni Roman, All Caps)**

#### **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.

#### **ATTENDANCE**

- » You may be absent from class twice.
- » On your first absence, you will receive an e-mail warning from your instructor and it will be copied to Lee Whitmarsh, the program director, and filed.
- » On your second absence, you will receive an e-mail from your instructor and a phone call or email from Lee Whitmarsh, both filed.
- » **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.
- » Three tardies of 15 minutes or more equals one absence. Absent is Absent.
- » Attendance will be taken by sign in sheet. (*Signing in for a classmate will not be acceptable*)

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#### **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.

COMPUTERS, CELL-PHONES, EAR BUDS, OR OTHER PERSONAL TECHNOLOGY (8.5 Gill sans Light, all caps).

Devices may not be turned on or used in class without the permission of the instructor.

First offense: (a pass)

Subsequent offence(s): (this will impact your participation grade)

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

**REQUIRED:** (unless noted as optional)

Binder: 2.5" to 3" black binder for research/process/ handout

Binder plastic sleeves

Drawing board with steel edge for T-square (supplied)

20"-24" T-square (optional)

Triangles (2) (optional 10" adjustable)

Circle templates and Ellipse templates

French curve set (optional)

A selection of various art pencils - #2, HB, 2H, 4H, 6H, Ebony Pencil etc.

Schaedler precision ruler set (2)

Bienfang 50 or 100 sheet Parchment pad. 9"x12" (Pre-cut your 9x12 sheets to fit in your plastic sleeves)

Bienfang 50 or 100 sheet Graphics 360 pad. 9"x12" (Pre-cut your 9x12 sheets to fit in your plastic sleeves)

Erasers (Magic Rub eraser, kneaded eraser and Pink Pearl eraser)

Sharpener ( Battery or barrel hand-type- Share)

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)

Discuss Spray Mount / rubber cement, pick-up

Cheap calculator

Burnisher (3"x4")

Stapler (shared)

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

- |                              |       |
|------------------------------|-------|
| 1. Craftsmanship & Type Tour | 14.3% |
| 2. Expressive Type           | 14.3% |
| 3. Identity Type             | 14.3% |
| 4. Mid Term Exam             | 14.3% |
| 5. Typographic Hierarchy     | 14.3% |
| 6. Website Editorial         | 14.3% |
| 7. Participation Grade       | 14.3% |

#### **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)

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**GRADE EVALUATION**

Your final grade will be based on an average of all assignments, attendance and your participation grade. The participation grade is based on: dedication to methodology application, conceptual thinking ability, craftsmanship, daily class involvement and contributions to your classmates, as well as both a desire and capacity to show progress and meet deadlines from week to week. Grades will be discussed on an individual basis by office appointment only—not in class please Note: Violations of class policy with respect to unauthorized use of computers, cell-phones, ear-buds, or other technology will result in point deductions from the current assignment. The instructor reserves the right to alter this policy if class disruptions become an on-going problem and class distraction.

**WORDS TO-THE-WISE**

Show up, be committed in your work, and immerse yourself in the process. It's your show ENJOY!  
IF YOU FALL BEHIND, RUN LIKE HELL TO CATCH UP! ALSO, PLEASE LET ME KNOW IF YOU NEED TO COME SEE ME. I AM HERE TO HELP.

**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  
StudentDisabilityServices@tamuc.edu

**TEXAS SENATE BILL-11**

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.

**STATEMENT ON STUDENT BEHAVIOR**

All students enrolled at the University shall follow the tenet of common decency and acceptable behavior conducive to a positive learning environment. (See Student's Guide 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 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.

**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.

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**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**