

## **ADVANCED TYPOGRAPHY / ART 463.301 / SPRING 2020** *Veronica Vaughan*

### **SYLLABUS**

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#### **INFORMATION**

Instructor: Veronica Vaughan, Adjunct Visual Communication

Email: [veronica.vaughan@tamuc.edu](mailto:veronica.vaughan@tamuc.edu)

#### **CLASS INFORMATION**

Credit hours: 4.0

Meeting times: Tuesday 6:30 p.m. till 10:30 p.m.

Meeting location: Brightspace/D2L

#### **COURSE OBJECTIVES**

Upon completion of this course students will:

1. Strengthened skills and understanding of typography
2. Further examine the principles of hierarchy
3. Ability to proficiently develop page layout by utilizing the grid system
4. UPON RETURN-we will discuss solutions if we are online for the rest of the semester.

#### **PROJECT PARAMETERS**

Students will need to incorporate checking their email with frequency equal to their social media interaction, adding notifications for email receipts from the instructor. While online, the class will manage projects via Brightspace within MyLeo. Chrome works best. The class will focus on the concept, and design. Assignment sheets, pdfs of examples, etc. will be posted on Brightspace for reference. The course schedule will continue to be handled on a project basis with direction given weekly.

#### **CRITIQUE**

When presenting multiple solutions, please combine concepts into one pdf containing multiple pages. Multiple single page pdfs will not be accepted.

When presenting pencils, students that don't have access to a scanner can use any of the free phone scanning app such as Adobe scan. Make sure that the image has enough contrast to be seen online. This can be done in the app software or with Photoshop. The goal is to provide an image that can receive a response.

Critiques will utilize YouseeU. Each student will have a pdf of their assignment ready to upload and present for critique. In some cases, students will be directed to have their work open in Illustrator prior to the critique so screen sharing is possible for critique and immediate application.

Critique format will be determined by project need. Brightspace can handle 6 students at a time so critique will be in small groups or individually.

Some critique will require written response.

Please have headphones for critique to cut down on feedback.

#### **TURNING IN ASSIGNMENTS**

Students will turn work in pdf format, unless directed differently in the weekly assignment information.

(file naming: FirstLast\_Assignment.pdf)

Assignments will be uploaded in most cases to the Assignment section of Brightspace. Specific parameters and directions will be made available weekly.

On certain assignments, written peer critique will happen. When written response is required, a discussion forum will be created for each assignment. Each student will start a thread to upload their assignment. Directions for this process will be made available. All work is due on the assigned date and time. Plan for a disaster and allow your self as much time as possible to complete your assignment.

Missing any mini-deadline will result in the subtraction of points from your final grade.

Missing a confirmed critique will result in an absence.

#### **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 and communicated.

You are responsible for the work covered in the missed class at the next class meeting, as well as any work expected on the day you return. If you have an emergency, please feel free to email me: [veronica.vaughan@tamuc.edu](mailto:veronica.vaughan@tamuc.edu)

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Email: veronica.vaughan@tamuc.edu

**CLASS INFORMATION**

Credit hours: 4.0  
Meeting times: Tuesday 6:30 p.m. till 10:30 p.m.  
Meeting location: Room 314

**COURSE DESCRIPTION**

This course will build on the fundamentals acquired in Typography by utilizing type as the main visual and communicative message. Projects will explore the ability of type to communicate a message while utilizing typography as the primary visual. This will be accomplished through a combination of lecture and discussion in a seminar format, reading and assignments/design projects and critiques.

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Upon completion of this course students will:

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2. Further examine the principles of hierarchy
3. Ability to proficiently develop page layout by utilizing the grid system

**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. Understanding typography will play a crucial role in all of your future design endeavors.

**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)

**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.**

Computers, cell-phones, ear buds, or other personal technology. Devices may not be turned on or used in class without the permission of the instructor. First offence: (a pass) Subsequent offence(s): (this will affect your participation grade)

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

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.

1. Class Projects 80%
2. Participation Grade 20%

#### **GRADING SCALE**

- A** 90 to 100 points: 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** 80 to 89 points: work above the general class level, participation in classroom discussion and critique
- C** 70 to 79 points: average work, minimal requirements met
- D** 60 to 69 points: work below class average, lack of participation and/or poor attendance
- F** 50 to 59 points: inferior work, work not turned in, failure to attend class

Meeting these mini-deadlines is part of the overall assignment and plays a major role in project grades. All work is due on the assigned date. All projects are due on the date and time given. NO late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

In addition to projects, students final grade will also be based on critique participation, work ethic, and attitude. I do not curve grades. If you make a 79 you will receive a C in the class.

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.

#### **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.

#### **INSTRUCTOR RESPONSE TIME**

Communication from students will be responded to within 24-48 hours during the work week. Weekend communication will be handled the next business day unless noted by the instructor.

#### **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

Binder dividers for each assignment

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

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)

Xacto knife and number 11 blades (100 bulk pack best value)

Self-healing cutting mat, 12"x18"

Black foam board as needed, 15"x20" (Letramax)

Spray Mount

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**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 RESOURCE AND SERVICE**

Texas A&M University-Commerce  
Gee Library- Room 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)  
Website: Office of Student Disability Resources and Services  
<http://www.tamuc.edu/campuslife/campusServices/studentDisabilityResourcesAndServices/>

**CAMPUS CONCEALED CARRY STATEMENT**

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 the Carrying Concealed Handguns On Campus document and/or consult your event organizer.

Web url: <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

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.

**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.

**IMPORTANT HEALTH & SAFETY ISSUES**

All students enrolled in face-to-face studio art courses are required to comply with the procedures and policies of the Department of Art's Health and Safety Guidelines. The Guidelines cover activities in all A&M-Commerce art facilities on both the main campus and off-campus sites. Please report any safety issues immediately to your instructor(s), facilities technician / Health & Safety liaison, or studio / lab assistant. At the beginning of each semester in every course, the instructor will discuss with their students the inherent risks associated with art facilities and make sure they have read and completed the online Health & Safety Guidelines form.

Department of Art, Health & Safety Guidelines  
<https://sites.tamuc.edu/art/resources/healthandsafety/>

Health & Safety Form (to be signed online by all students in studio courses)  
<https://dms.tamuc.edu/Forms/ArtLabPolicy>

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**COMMON DRIVE**

All courses have a folder on the common drive. A copy of all final digital assignment work from undergraduate courses should be placed in the specific course folder.

All assignments that are not digital, i.e. books, need to be photographed or digitally scanned and filed as well.

Access the common drive:

viscomuser

viscom1910

**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. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the Attendance webpage and Procedure 13.99.99.R0.01.

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.9>

**SCHOLASTIC DISHONESTY**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

Graduate Student Academic Dishonesty 13.99.99.R0.10

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

**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**