

Typography / Art 300 301 85658 Veronica Vaughan

Course Syllabus

Information

Instructor: Veronica Vaughan, Assistant Professor Visual Communication I MFA Coordinator
Email: veronica.vaughan@tamuc.edu

Instructor contact and response time

- Virtual Office hours: please email me to make an appointment
- Appointments will be handled via Zoom mainly on Monday and Thursday.
- Communication from students will be responded to within a reasonable time during the work week.
- Weekend communication will be handled the next business day, unless noted. Due to the high volume of email that is received, an important message may be missed. If an important email has not been responded to within 2 days, please send again.
- Please use your university email as your primary source of contact. If your email is more than a short paragraph, please consider making a Zoom appointment.
- If you have an emergency, please feel free to email me: veronica.vaughan@tamuc.edu

Class Information

Credit hours: 3.0
Meeting times: Thursday 12:30 p.m. till 4:30 p.m.
Meeting location: Room 320

Required Text Books

Communication Arts Magazine (student discount) \$39.00

Suggested Text Books

Explorations in Typography / Mastering the Art of Fine Typesetting, Carolina de Bartolo with Eric Spiekermann

This course will serve as an introduction to the basic concepts of typography and its role in graphic design as visual language.

Course Summary

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 thumbnails 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 a basic understanding of typographic form relationship in logotype and lettermark design process.
- Learn To Love Type

Syllabus Update Policy

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. Any changes made to the syllabus will be announced in advance.

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.

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Course Structure Continued

Also...

The class methodology may at some point become synchronous learning through Zoom.

You will need to incorporate checking your email with the frequency equal to your social media interaction, adding notifications for email receipts from the instructor is suggested.

Class meetings, discussion and instruction will take place face to face, with the exception of two weeks. The class will manage projects via D2L within MyLeo. Chrome works best.

Project Parameters

- Assignment information, pdfs of examples, etc. will be posted in a weekly D2L folder for reference.
- You are expected to work in class as well as perform outside of class work.
- You are expected to join class prepared to work on the current assignment. Not being able to make progress during class due to lack of materials will reflect in your mini-deadline grade.
- All projects have weekly steps to be accomplished by the beginning of the next class meeting.
- Mini-deadlines are part of the overall assignment and play a role in your projects final grade.
- All work is due on the assigned date, uploaded no later than 30 minutes before the start of class. For a project to be considered complete, the specified electronic portion should be uploaded, as directed, into the appropriate folder on D2L as detailed in the assignment. Plan for a disaster and allow yourself as much time as possible to complete your assignment. Late work is accepted only at instructor's discretion.
- On certain assignments, written peer critique will be required. A discussion forum will be created for each written requirement. Each student will start a thread to upload their assignment. Directions for this process will be made available.
- During class you may not work on other course projects.

Attendance

FIRST ABSENCE: The student will receive an email and a copy goes to Lee

SECOND ABSENCE: The student will receive an email and a copy goes to Lee who will contact the student.

THIRD ABSENCE: Lee emails the student that they have failed the course.

Two tardies of 10 minutes equals one absence.

A tardy of 60 minutes equals one absence.

Leaving the Zoom call before class is dismissed is an absence.

Not having your camera on during class can result in a tardy or absence at the instructor's discretion.

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.

Supplies*

Students will need to have all of their supplies by the first class meeting.

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

Binder plastic sleeves

Drawing board with steel edge for T-square

Pencil 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 Foam Core, 15"x20"

Discuss Spray Mount / rubber cement, pick-up

Burnisher (3"x4")

Stapler (shared)

*Supplies will not be needed for every class

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Supplies* Continued

Students will need to have all of their supplies by the first class meeting.

Pica Ruler 12"

https://www.amazon.com/Stainless-Steel-Pica-Pole-Ruler/dp/B073V56CTR/ref=sr_1_3?dchild=1&keywords=printers%2Bruler&qid=1596058724&sr=8-3&th=1

T Square 18" cork backed

<https://www.dickblick.com/items/56628-1018/>

Pencil Set

<https://www.dickblick.com/products/lyra-rembrandt-art-design-graphite-pencil-set/>

Blick 50 sheet Tracing Paper pad. 9"x12" (I'll cut these down to 8.5"x11")

<https://www.dickblick.com/items/10609-3003/>

Bienfang 50 sheet Graphics 360 pad. 9"x12"

<https://www.dickblick.com/items/10604-1003/>

Erasers Magic Rub eraser

<https://www.dickblick.com/items/21510-1003/>

Univerity Is Closed

Labor Day, September 6th

Thanksgiving, November 24-26

CLASS POLICY

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)

SYLLABUS UPDATE POLICY

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. Any changes made to the syllabus will be announced in advance.

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)

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude. All exercises and projects are given with weekly steps to be accomplished by the beginning of the next class meeting. 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.

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.

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ASSIGNMENTS (ASSIGNMENTS ARE SUBJECT TO CHANGE BASED UPON THE PROGRESS OF THE CLASS)

80% Projects

20% Weekly progress and class/critique participation

In addition to exercises and projects, your final grade will also be based on critique participation and application, work ethic, and attitude. These specifications are applied with the following percentages:

Words To-The-Wise

Show up, be committed in your work, and immerse yourself in the process. It is 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.

Critique

- When presenting multiple solutions, please combine concepts into one pdf containing multiple pages. Multiple single page pdf's will not be accepted.
- When presenting pencils, students who don't have access to a scanner can use any 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.
- Each student will have a pdf of their assignment uploaded to D2L as well as accessible during class for critique. In some cases, students will be directed to have their work open in a specific software for critique allowing for screen sharing and immediate feedback application.
- Critique format will be determined by project need.

University Specific Procedures

Student Conduct

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>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

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>

Students with Disabilities-- 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

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Gee Library- Room 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@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.

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.

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>