

### **INSTRUCTOR CONTACT INFORMATION**

Ken.Koester@tamuc.edu

Virtual Office hours: Please make an appointment using instructor's TAMUC email.

Appointments will be handled in person or via Zoom.

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. If an important email has not been responded to within 2 days, please send again.

Please use your university TAMUC email as your primary source of contact. If your email is more than a short paragraph, please consider making an appointment.

### **COURSE DESCRIPTION**

ART 463 is an advanced study of typography and its application in visual communication. This course will build on the fundamentals acquired in Typography I class by utilizing type as the main visual and communicative message. Students learn through concept development, typographical refinements, and polished execution of projects focusing on type relationships. Projects will explore the ability of type to communicate a message while using the typography as the primary visual. This will be accomplished through a combination of lectures, out of class reading or research, assignments/design projects, production of digital comprehensives (comps), discussions in and out of class, and class critiques.

### **COURSE OUTCOMES**

Students will continue to:

1. Strengthen skills and understanding of typography
2. Further examine the principles of hierarchy
3. Proficiently develop page layout by utilizing the grid system
4. Explore the art of hand drawn typography
5. Incorporate typography design vocabulary into critiques and project conversations
6. Build an understanding of professional expectations, presentations and processes

### **COURSE PARAMETERS**

The class methodology will be in person.

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 in person at the published class day and time. The class may be broken into teams for out of class critiques and discussions throughout the week. The class will manage projects via D2L within MyLeo. Chrome works best.

Class activities will be a combination of assignments worked on outside of class, which will be critiqued by instructor during regular class meetings and weekly discussion writing in D2L. A commitment to many hours of homework is required to achieve the goals of this class and its completion.

### **PROJECT PARAMETERS**

Assignment information, pdfs of examples, etc. will be posted in a weekly D2L folder for reference.

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 and time. 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 instructors 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 by instructor.

At various stages in a project you will be required to present your work to your peers and instructor. You will explain the piece(s) in detail, giving rationale and insight into the decisions you've made for the client.

During class you may not work on other course projects.

# ADVANCED TYPOGRAPHY COURSE SYLLABUS

## CRITIQUE

When presenting multiple solutions, please combine concepts/files into one pdf containing multiple pages. Submitting 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 on their machine 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.

## 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 equals one absence.

Leaving any Zoom call before class is dismissed is an 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.

All projects are due on the date and time given. You are responsible for turning in all work on time regardless of attendance. **Late work is only accepted if notified in advance, in writing. A new due date can be set at the sole discretion of the instructor with a deduction of points on the assignment grade.** Final digital files of projects must be turned in on the last day of class. Failure to do so will result in a final grade of an "F".

## GRADING GUIDELINES

Grades will be assigned according to the following scale:

**A - 90 to 100** = Well above the general class level, evidence of thoughtful participation in discussions and critiques

*Superlative work: careful attention to craft and presentation. Originality of idea and execution work together. Goes beyond merely solving the problem – one who performs at this level is visibly outstanding, work is outstanding in every respect.*

**B - 80 to 89 points** = Work above the general class level, participation in classroom discussion and critique

*Fine work. A few minor changes could have been considered and executed to bring piece together. Goes beyond merely solving the problem. Above average: solution to the problem and idea well planned. Execution is well done.*

**C - 70 to 79 points** = Average, minimal requirements met Average work, minimal requirements met

*Average or a bit above: slipping in levels of originality, craft and presentation yet effort was made. The piece does not work well as a unified whole or statement. You've solved the problem but in a relatively routine way.*

**D - 60 to 69 points** = Work below class average, lack of participation and/or poor attendance

*You have solved the problem but there is much room for improving your skills and developing concepts further. You've neglected the basic craftsmanship skills and breadth and depth of idea development. You were unable to meet mini deadlines. Represents careless and/or incomplete effort. Work is substandard.*

**F - 50 to 59 points** = Inferior or unacceptable work and effort, work not turned in, or failure to attend class.

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

**These specifications are applied with the following percentages::**

30% Event Poster Project

30% Brochure project

30% Social Ad Campaign project

10% Weekly Participation and Discussions

**Final grades are not debateable.**

# ADVANCED TYPOGRAPHY COURSE SYLLABUS

## TECHNOLOGY

The University is providing you with the Creative Cloud.

A reliable internet connection is suggested for successful classroom participation.

You are required to have a camera and a microphone when on Zoom. You must have your camera on at all times and your mic on according to the situation. Please use headphones. You may mute your microphone but must unmute when asked by the instructor. Not having your camera on can result in an absence or tardy at the instructors discretion.

### D2L/Brightspace:

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

### LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

### LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

### YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

## ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or email to [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**NOTE:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

## COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

## SPECIFIC CLASS POLICIES

Students **MUST** keep up with the assignment schedule in order to pass this class. **PROGRESS THROUGH THIS COURSE IS THE RESPONSIBILITY OF THE STUDENT.**

No extensions or exceptions will be granted except in cases of extreme hardship or medical necessity. Professional work demands do not constitute extreme hardship exemptions.

## SYLLABUS CHANGE POLICY

The syllabus is a guide. Circumstances or 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 to students in advance.

## 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>

#### **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/generallInformation/attendance.aspx>

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

#### **ACADEMIC INTEGRITY AND PLAGIARISM**

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 please 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

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/>

#### **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.

<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.

#### **A&M-COMMERCE SUPPORTS STUDENTS' MENTAL HEALTH**

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)

# ADVANCED TYPOGRAPHY

## COURSE SYLLABUS

### SCHEDULE

This is a schedule of assignments and deadlines for the entire semester. Any changes made to the schedule will be announced in advance. If you are absent, it is your responsibility to check with a classmate for schedule revisions. Failure to turn in work in accordance with the class schedule will negatively impact your final grade in the course.

All projects are due on the date and time given. You are responsible for turning in work on time regardless of attendance. Final digital files of projects must be turned in on day and time as instructed. Failure to do so will result in a reduced final grade.

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#### WEEK 1 – SEPTEMBER 1

- Introductions
- Review Syllabus
- Lecture: *Just Your Type*
- Give **Exercise 1: City Name Mini Poster**
- Lecture: *Event Poster Design*
- Give **Assignment 1: Event Poster**
- Research topic/client and begin Concepts

#### WEEK 2 – SEPTEMBER 8

- Exercise 1: Final Mini Poster, due in class, and uploaded to D2L, **9/8**
- Event Poster: 30 Pencil Concepts, due in class, and uploaded to D2L, **9/8**
- Class Critique

#### WEEK 3 – SEPTEMBER 15

- Event Poster: Tight Pencils of 3 Concepts, 3 Inspiration/Style Boards, 3 Font Pairings, due in class, and uploaded to D2L, **9/15**
- Class Critique

#### WEEK 4 – SEPTEMBER 22

- Event Poster: Full Size Digital Comp of Chosen Concept, due in class, and uploaded to D2L, **9/22**
- Class Critique

#### WEEK 5 – SEPTEMBER 29

- Event Poster: Final Printout and Digital Comp for Grade, due in class, and uploaded to D2L, **9/29**
- Class Critique
- Lecture: *Brochure Design*
- Give **Assignment 2: Brochure**
- Research topic/client and begin Concepts

#### WEEK 6 – OCTOBER 6

- Brochure: 18 Pencil Concepts of a cover and spread, due in class, and uploaded to D2L, **10/6**
- Class Critique

#### WEEK 7 – OCTOBER 13

- Brochure: Tight Pencils of 2 Concepts, 2 Inspiration/Style Boards, 2 Font Pairings, due in class, and uploaded to D2L, **10/13**
- Class Critique

#### WEEK 8 – OCTOBER 20

- Brochure: Stylistic Digital Version of Chosen Concept, Tight Pencil layout of complete brochure, Full size paper dummy, due in class, and uploaded to D2L, **10/20**
- Discussion, due in D2L, **3/11, by 11AM**
- Class Critique

#### WEEK 9 – OCTOBER 27

- Brochure: Full size, Complete Brochure Digital Comp, Flat, due in class, and uploaded to D2L, **10/27**
- Class Critique

#### WEEK 10 – NOVEMBER 3

- Brochure: 2nd Round, Full size, Complete Brochure Digital Comp, Flat, due in class, and uploaded to D2L, **11/3**
- Class Critique

#### WEEK 11 – NOVEMBER 10

- Brochure: Final Full Size printed Comp, Final Flat Digital Comp, and Presentation Mock-Up Comp, for Grade, due in class, and uploaded to D2L, **11/10**
- Lecture: *Social Campaign Design*
- Give **Assignment 3: Social Ad Campaign**
- Research cause/client and begin Concepts

#### WEEK 12 – NOVEMBER 17

- Social Campaign: 6 Pencil Concepts for 3 Ad Series, due in class, and uploaded to D2L, **11/17**
- Class Critique

#### WEEK 13 – NOVEMBER 24

No Class / *Thanksgiving*

#### WEEK 14 – DECEMBER 1

- Social Campaign: Tight Pencils of Chosen 3 Ad Series, 3 Inspiration/Style Boards, 3 Font Pairings, due in class, and uploaded to D2L, **12/1**
- Class Critique

#### WEEK 15 – DECEMBER 8

- Social Campaign: 1st Round, Full Size Digital Comps of 3 Ad Series, due in class, and uploaded to D2L, **12/8**
- Class Critique

#### WEEK 16 – DECEMBER 15

- Social Campaign: Final 3 Ad Series Full Size Printouts and Digital Comps, 2 Banner Ad Comps, for Grade, due in class, and uploaded to D2L, **12/15**
- All Other Updated Final Comps, Due on D2L
- Final Class Critique and Discussion
- Thank yous and well wishes