

APPLIED TYPE

CORY SAY

FALL 2024

WED.

6:30–10:30PM

**Course Content**

ART 469.801 is an advanced study of typography and its application in visual communication. This course will build on the fundamentals acquired in Typography by utilizing type as the main visual through play and experimentation. Students learn through a variety of mediums to further build their typographic skills 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**

1. Strengthen skills and understanding of typography
2. Explore type using unconventional mediums.
3. Explore the art of hand drawn typography
4. Incorporate typography design vocabulary into critiques and project conversations
5. Build an understanding of professional expectations, presentations and processes

The class methodology will be 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 via Zoom 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 online 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.

**CLASS Parameters**

The class methodology will be 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.

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**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.

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### 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.

### Lab Information

Use your University login information to work on the machines

Please use your USB drive as a storage device and for transport only, it is not an additional hard drive.

You are responsible for keeping up with your files. When arriving in class:

- 1) insert USB drive
- 2) copy your work to the 310 folder
- 3) remove your USB drive
- 4) work and enjoy class or lab time
- 5) insert USB drive
- 6) copy current work on to it

Students may also choose to keep their work on their personal google drive to always have access to their work and be prepared to work in class.

You may not eat in the lab.

Please make sure cell phones are silenced. No headphones on during class.

Do not load any type of personnel software onto these computers. Resist this temptation.

**Always leave the lab clean.**

### Attendance

FIRST ABSENCE: The student will receive an email from the VisCom admin and a copy goes to the instructor and Lee

SECOND ABSENCE: The student will receive an email from the VisCom admin and a copy goes to the instructor and Lee.

Lee will contact the student.

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

Two tardies equals 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 they automatically fail the class.

### Instructor contact and response time

Cory.Say@tamuc.edu

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

Please contact Ramona.Wates@tamuc.edu with any questions.

Appointments will be handled Monday through Friday 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. 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 2days, 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: Cory.Say@tamuc.edu

**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 Guidelines**

Grades will be assigned according to the following scale:

**A** — 90-100

Work well above the general class level, evidence of participation in related activities

Outside of the classroom, thoughtful participation in classroom discussion and critique

*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** — 80-89

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** — 70-79

Average work, minimal requirements met

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

**D** — 60-69

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 your concepts further.*

*You have 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** — 0-59

Inferior or unacceptable work and effort, work not turned in, or failure to attend class.

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:

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

25% A Physical Alphabet

25% Hand Drawn Type - Movie Quote

25% Playing With Your Food With Type

25% Assignment Exercises, Weekly Participation and Discussions

**Final grades are not debateable.**

**AI policy**

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text and image, or suggest replacements for text and image, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

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**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>

- 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.
- The adoption or reproduction of ideas, words, statements, images, or works of another person as one's own without proper attribution (quotation and citation). This includes using AI tools to develop or provide the foundation for work without proper citation of its reuse. You are required to cite your AI prompts with your work. Plagiarism can be intentional or unintentional. ALWAYS 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

**Technology Requirements**

LMS

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.html](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.html)

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 [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.

**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>

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**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 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.

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.

**Handbook & Safety**

While the online manual covers specific issues related to the Department of Art, Texas A&M University-Commerce policies must also be followed. All users of Department of Art (DOA) classrooms and facilities are required to follow the health and safety guidelines outlined in this manual at all times. Report any safety issues IMMEDIATELY to your instructor(s), Teaching Laboratory Specialist, or to the DOA Health and Safety Liaison. Each course instructor will discuss their area's inherent risks, procedures and policies to provide the student with informed consent. These will be reviewed verbally at the start of each semester. A link to the online Handbook: <http://sites.tamuc.edu/art/resources/healthandsafety/>

Students that meet in face-to-face Department of Art courses must complete the online form for each course they attend. A link to the online form: <http://dms.tamuc.edu/Forms/ArtLabPolicy>

\*This must be completed on-campus while using the University wifi or ethernet connections.

**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)