



**EAST TEXAS  
—A&M—**

**HISTORY OF AMERICAN TYPOGRAPHY ART 408-801** *Lee Hackett & Cory Say*  
**COURSE SYLLABUS | SPRING 2026**

HISTORY OF AMERICAN TYPOGRAPHY Page 1

**EMAIL**

lee.hackett@etamu.edu & cory.say@etamu.edu  
E-mail should be used for brief verbal communications only.  
If your e-mail is longer than 55 words, I suggest some face-time.

**OFFICE HOURS** (by appointment)  
By appointment

**CLASS INFORMATION**

CREDIT HOURS: 3.0  
MEETING TIMES: 6:30-10:30 PM T/TH | Jan 16 - May 8 MEETING LOCATION: 8750 N  
Central Expressway

**ADDITIONAL RECOMMENDED REFERENCES**

- Waters Library scholarly resources
- Various sources identified through the student's individual research
- Access to Kanopy to view documentaries

**COURSE PARAMETERS**

The class methodology will be in person.

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

Class meetings, discussions, and instruction will occur in person on the published class day and time.

**COURSE DESCRIPTION**

This course will establish a foundation of typography's rich history. Historical global influences provide the basis for understanding the evolution of typography in America as the tool and groundwork of the graphic design industry. The examination will follow the birth of Modern Typography to present-day applications.

**COURSE OBJECTIVES**

At the end of this course, students should have an understanding of the following:

1. Identify and access academic online resources for historical research
2. Define, develop, and articulate new knowledge about American typography.
3. Collaborate and contribute to a team project.
4. Create an original visual analysis based on observation.
5. To recognize, evaluate and think critically about typography.
6. Develop an awareness of the emotional and intellectual potential of type.

**COURSE STRUCTURE**

This class will be a combination of lectures, assigned readings, discussions, research, in class exercises, lectures, in class student presentations, and quizzes.

**INSTRUCTOR CONTACT AND RESPONSE TIME**

cory.say@etamu.edu

Appointments will be handled via Zoom. Please email me to schedule an appointment.

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.



### **AI POLICY**

East Texas A&M 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. If the instructor allows AI to be incorporated into a solution, the student must acknowledge and credit its use and provide the prompt used to create the output.

### **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.

- There is no distinction between excused and unexcused absences.
- Two tardies of 10 minutes equals one absence.
- A tardy of 60 minutes equals one absence.
- Leaving 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.
- Sleeping in class equals one tardy.

### **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.

### **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.

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.



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HISTORY OF AMERICAN TYPOGRAPHY Page 3

**GRADE EVALUATION**

Your final grade will be based on an average of all assignments, attendance and in-class participation. The participation grade is based on the application of course concepts, class involvement, and both a desire and capacity to show progress and meet deadlines. Note!!! Failure to deliver the final exam project will result in an automatic semester grade of F. Grades will be discussed on an individual basis by office appointment only – not in class.

**HOW TO PREPARE YOURSELF FOR CLASS**

An open mind

A desire to explore

A willingness to participate and, by doing so, enrich the experience for yourself and others

**TECHNOLOGY**

LMS: All course sections offered by East Texas A&M University 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)

ZOOM VIDEO CONFERENCING TOOL:

[https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom\\_Account.aspx?source=universalmenu](https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu)

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.*

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>

STUDENT RESPONSIBILITIES FOR COURSE: CWID and Password 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@etamu.edu](mailto:helpdesk@etamu.edu).

TECHNOLOGY RELATED ISSUES: 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 home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

TECHNOLOGY REQUIREMENTS AND SUPPORT: Minimal Technical Skills Needed - Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office and the Adobe Creative Suite.

Learning Management System (LMS) - D2L

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

- View the Learning Management System Requirements Webpage.
- Learn more on the LMS Browser Support Webpage.

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>



### **UNIVERSITY SPECIFIC PROCEDURES**

**SYLLABUS CHANGE 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.

**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 on-line forum: <https://www.britannica.com/topic/netiquette>

### **ACADEMIC INTEGRITY**

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

- Undergraduate Academic Dishonesty University Procedure 13.99.99.R0.03
- Undergraduate Student Academic Dishonesty Form
- Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10
- Graduate Student Academic Dishonesty Form

### **STUDENTS WITH DISABILITIES - ADA**

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.

#### **Office of Student Disability Resources and Services**

East Texas A&M University

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@etamu.edu](mailto:studentdisabilityservices@etamu.edu)

Website: Office of Student Disability Services

<https://www.etamu.edu/student-disability-services/>

### **NONDISCRIMINATION NOTICE**

East Texas A&M University 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**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University 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 ETAMU 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.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses.

Report violations to the University Police Department at 903-886-5868 or 9-1-1.



EAST TEXAS A&M SUPPORTS STUDENTS' MENTAL HEALTH - COUNSELING SERVICES: The Counseling Center at East Texas A&M University, 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)

MENTAL HEALTH AND WELL-BEING: The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



**PLAGIARISM POLICY**

Plagiarism is defined in the Oxford English Dictionary as, "The action or practice of plagiarizing; the wrongful publication or purloining, and publication as one's own of the ideas, or expression of the ideas (literary, artistic, musical, mechanical, etc.) of another." Plagiarism occurs any time another's ideas or words are used without attribution. Direct quotations must be set off from other text by quotation marks ("" ) cited according to MLA standards; paraphrasing of another's ideas must also be cited according to MLA standards. Copying from other students also constitutes plagiarism. Prohibiting plagiarism and acknowledging the intellectual contributions of others are core values of scholarly professionalism and elements of U.S. civil and criminal law. Any offense wholly or partially touching the definition cited above constitutes plagiarism and is grounds for a failing grade of "F" in this class. No exceptions.

**AVOIDING PLAGIARISM**

Allow time for reading, rereading, absorbing information, taking notes, synthesizing, and revising your research strategy or conducting additional research as new questions arise.

Thorough, orderly note-taking. Sloppy note-taking increases the risk that you will unintentionally plagiarize. Unless you have taken notes carefully, it may be hard to tell whether you copied certain passages exactly, paraphrased them, or wrote them yourself. This is especially problematic when using electronic source materials, since they can so easily be copied and pasted into your own document.

Identify words that you copy directly from a source by placing quotation marks around them, typing them in a different color, or highlighting them. (Do this immediately as you are making your notes. Don't expect to remember days or weeks later what phrases you copied directly.) Make sure to indicate the exact beginning and end of the quoted passage. Copy the wording, punctuation and spelling exactly as it appears in the original.

Jot down the page number and author or title of the source each time you make a note, even if you are not quoting directly but are only paraphrasing.

Keep a working bibliography of your sources so that you can go back to them easily when it's time to double-check the accuracy of your notes. If you do this faithfully during the note-taking phase, you will have no trouble completing the "works cited" section of your paper later on.

Keep a research log. As you search databases and consult reference books, keep track of what search terms and databases you used and the call numbers and URLs of information sources. This will help if you need to refine your research strategy, locate a source a second time, or show your professor what works you consulted in the process of completing the project.

**AVOIDING PLAGIARISM CONTINUED**

You must cite direct quotes. You must cite paraphrases. Paraphrasing is rewriting a passage or block of text in your own words. If you paraphrase, you must still cite the original source of the idea. You must cite ideas given to you in a conversation, in correspondence, or over email. You must cite sayings or quotations that are not familiar, or facts that are not "common knowledge." However, it is not necessary to cite a source if you are repeating a well known quote or familiar proverb. Common knowledge is something that is widely known. For example, it is widely known that Bill Clinton served two terms as president; it would not be necessary to cite a source for this fact.

These types of sources should be cited as well: Printed sources: Books, parts of books, magazine or journal articles, newspaper articles, letters, diaries, public or private documents; Electronic sources: Web pages, articles from e-journals, newsgroup postings, graphics, email messages, software, databases; Images: Works of art, illustrations, cartoons, tables, charts, graphs; Recorded or spoken material: Course lectures, films, videos, TV or radio broadcasts, interviews, public speeches, conversations.

STUDENTS SIGNATURE: \_\_\_\_\_