

**Instructor:** Casey McGarr, Professor of Visual Communication  
**Office Location:** 1918  
**Office Hours:** Monday 3:30 pm-5:30 pm, Tuesday 3:00 pm- 6:00 pm. (**email for appointment**)  
**Office Phone:** 214-954-3636  
**Email:** casey.mcgarr@etamu.edu

#### Class Information

**Credit hours:** 3.0  
**Meeting times:** Wednesday 12:30 p.m. till 4:30 p.m.  
**Meeting location:** 1906

#### Required and Suggested Text Books and Resources

Required: Communication Arts Magazine (student discount) \$39.00

[Twenty Two Tips on Typography, Enric Jardi](#)

Suggested: Type Matters! by Jim Williams (*there are lots of used books on Amazon*)

#### Typography Online

[The Letterform Archive](#)

[Thinking With Type.com](#)

[Typographica.org](#)

[Fonts in Use](#)

[I Love Typography.com](#)

[Type Drawers](#)

[League of Moveable Type Newsletter](#)

[Type Foundry Directory](#)

#### Type Foundry Directory

[Type@Cooper Herb Lubalin Lecture Series](#)

#### BLOGS

[TypeWolf.com](#)

#### PUBLICATIONS

My Type: A Book About Fonts Designing

Designing With Type

Thinking With Type

A Type Primer

This course will introduce the basic concepts of typography and its role in graphic design as a visual language.

#### Course Description

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 formal and aesthetic issues in type selection.
- Introduction to the design process from pencil thumbnails to final computer comprehensives.
- Strengthen the 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 relationships in logotype and lettermark design process.

#### Course Structure

The class will be a combination of lecture, 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.

**All assignments must be uploaded to D2L in the respective assignment folder 30 minutes before the start of class. If you do not turn your work into D2L 30 minutes prior to class a one letter grade will be deducted from the final assignment.**

#### Assignments: assignments are subject to change based upon the progress of the class

Type Origin	14.3%
Blues Lecture Series Poster	14.3%
Mid Term Exam	14.3%
International Travel Magazine, Interactive	14.3%
Participation Grade	14.3%
BYOL	14.3%

**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 xScan or Adobe scan in the App Store.
- 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.

**Attendance**

- Attendance will be taken at the start of class
- You may be absent from class twice.
- In your first absence, you will receive an email warning
- In your second absence, you will receive an email warning
- In your third absence, you will receive an F in the class. If you wish to drop the class, you will receive a drop/fail.
- Two tardies of 15 minutes or more equal one absence.
- Absent is absent.
- A tardy of 60 minutes equals an absence.
- Two late returns from a break of more than 10 minutes equal 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.
- There is no distinction between excused and unexcused absences.
- You must turn in your work to D2L if you are absent.

**Supplies: Students will need to have all of their supplies by the first class meeting. Bring the bolded items to every class period.**

- Binder: 2.5" to 3" black binder for research/process/ handout
- Binder plastic sleeves
- Binder dividers with 5 tabs
- Pencil Sharpener
- Erasers Magic Rub eraser <https://www.dickblick.com/items/21510-1003/>
- Xacto knife and number 11 blades
- Ruler 18" [https://www.amazon.com/Stainless-Steel-Pica-Pole-Ruler/dp/B073V56CTR/ref=sr\\_1\\_3?dchild=1&keywords=print](https://www.amazon.com/Stainless-Steel-Pica-Pole-Ruler/dp/B073V56CTR/ref=sr_1_3?dchild=1&keywords=print)
- Pencil Set <https://www.dickblick.com/products/lyra-rembrandt-art-design-graphite-pencil-set/>
- Tracing Paper pad. 9"x12" (I'll cut these down to 8.5"x11") <https://www.dickblick.com/items/10609-3003/>
- Dusting brush
- Self-healing cutting mat, 12"x18"
- T Square 18" cork backed <https://www.dickblick.com/items/56628-1018/>
- Bienfang 50 sheet Graphics 360 pad. 9"x12" <https://www.dickblick.com/items/10604-1003/>

**University Is Closed**

January 19, 2022, Martin Luther King, Jr. Day

Spring Break: March 9-13

**Class Policy**

Violations of class policy with respect to the 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.

**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 the 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. **Late work is accepted at instructors discretion with one letter grade off for everyday assignment is late.** 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 email for a Zoom appointment only—not in a class, please.

### Words To-The-Wise

Show up, be committed to your work, and immerse yourself in the process. It is your show to enjoy! If you fall behind, run like hell to catch up! Also, please email for a Zoom appointment. I am here to help.

### 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.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>

#### Interaction with Instructor Statement

### COURSE AND UNIVERSITY PROCEDURES/POLICIES

#### Course Specific Procedures/Policies

#### 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.

#### 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.

<https://inside.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>.

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 Procedures 13.99.99.R0.01

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

#### 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

#### Undergraduate Student Academic Dishonesty Form

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

#### Graduate Students Academic Integrity Policy and Form

#### Graduate Student Academic Dishonesty Form

<https://inside.tamuc.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.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  
Velma K. Waters Library Rm 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

#### **Website: Student Disability Services**

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

#### **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.

#### **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/counseling](http://www.tamuc.edu/counseling)

#### **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.

<http://telusproduction.com/app/5108.html>

#### **AI use policy [Draft 2, May 25, 2023]**

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, or suggest replacements for text beyond individual words, 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.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty