

INFORMATION

Instructor: Veronica Vaughan, Assistant Professor Visual Communication | Graduate Coordinator

Email: veronica.vaughan@etamu.edu

Office: 1912

Office Hours: Monday 3:00 p.m. - 5:00 p.m. | Wednesday 4:30 p.m. - 6:00 p.m. | or by appointment

CLASS INFORMATION

Credit hours: 3.0

Meeting times: Wednesday 12:30 p.m. - 4:30 p.m.

Meeting location: TBD

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 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 OBJECTIVES

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
5. Incorporate typography design vocabulary into critiques and project conversations
6. Build an understanding of professional expectations, presentations and processes

CRITIQUES

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 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 physical comps if required. In some cases, students will be directed to have their work open in a specific software for critique and immediate feedback application.

Critique format will be determined by project need.

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. Understanding typography will play a crucial role in all of your future design endeavors.

REQUIRED SUPPLIES

- X-Acto Knife and a package of 60-00 blades
- 24 inch ruler cork back
- Scoring bone (100% Genuine Bone Folders Creaser Crafts Scoring Tool)



Attendance

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

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

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

A tardy is 15 minutes late

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 their final grade.

If a student does not show up for the final they automatically fail the class.

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. All devices will be stored in a designated area in the class room.

There will be times when I ask you to research in class. At that time devices can be used and then returned to the designated area when complete. Additionally, during individual class critiques you may have time in class to work on the assignment for the class (please bring your computers and files to class).

First offense: (a pass)

Subsequent offence(s): (this will impact your participation grade)

SYLLABUS AND SCHEDULE UPDATE POLICY

The syllabus and schedule are a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus and/or schedule during the semester. Any changes made to the syllabus/schedule will be announced in advance.

PROJECT PARAMETERS

Assignment information, pdfs of examples, etc. will be posted on the instructor computer weekly 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 at 10 am the day of scheduled 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 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.

Weekly reading and response is required in D2L. The discussion will be open for one week. Responses will count toward your participation grade.

All deliverables are due in D2L by 10 am on the day of class.

ASSIGNMENTS (Assignments are subject to change based upon the needs and progress of the class)

This semester will consist of 2 projects that will vary in length and complexity—the majority of which will yield portfolio level projects.

- | | |
|------------------------|-----|
| 1. Class Projects | 80% |
| 2. Participation Grade | 20% |

Final grades are non-negotiable

Naming Requirements

Digital files should be named FirstName_LastName_A#Name_R#

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 the 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.

X = Incomplete:

Students, who because of circumstances beyond their control are unable to complete their course work can, upon approval of the instructor, receive a mark of "X" (incomplete) in all courses in which they were maintaining passing grades. When an "X" is given for a grade in a course, the credit hours and grade point averages are not included until a grade is received which can be up to one year. If the "X" is not removed by that time, the grade becomes an F, and the hours are included in the number of hours attempted. Recording a grade of "X" requires the filing of a plan for completion. X plan will be submitted with the official grade record sent to the department head who will forward it to the Dean's office. X plan will include why the grade was given and steps necessary for the student to receive the final grade. If the necessary action to complete the X plan has not been completed by the next time the course is offered the student will register to take the course again.

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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.

Work should be submitted on the day of class by 10 am in to D2L.

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.

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 physical comps if required. In some cases, students will be directed to have their work open in a specific software for critique and immediate feedback application.

Critique format will be determined by project need.

INSTRUCTOR RESPONSE TIME

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 an appointment.

If you have an emergency, please feel free to email me: veronica.vaughan@etamu.edu

WORDS TO-THE-WISE

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

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.

TECHNOLOGY REQUIREMENTS

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

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COURSE SYLLABUS

Zoom Video Conferencing Tool

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@etamu.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.

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's 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 on the Brightspace Support Webpage.

COURSE AND UNIVERSITY 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.

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 online in the Student Guidebook.

Students should also consult the Rules of Netiquette Webpage for more information regarding how to interact with students in an online forum.

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 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
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

Website: Office of 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 STATEMENT

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

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.



SCHOLASTIC DISHONESTY

- 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.

PLAGIARISM is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. 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