

## **TYPOGRAPHY - ART 3371**

Carr – EFA 202 Mac Lab

[Edwin.cuenco@angelo.edu](mailto:Edwin.cuenco@angelo.edu); (325) 942-6019; CARR-EFA 242

Office Hours: MWF 9:50am – 12nn; TR 3:15pm – 5pm; before/after and during class; or by appointment

### **Catalogue Description**

A course designed to explore typographical form in the graphic arts as a means of social and commercial communication. Application of typographical principles and analysis of design will be stressed. 3 Credit hours

### **Course Outline**

The study of the art of typography and graphic design as a tool for visual solutions. By studying the language of type and its application, students will gain knowledge of type manipulation, and how to use it effectively for a successful career in the graphic arts.

ART 3371 is an ASU-designated Community Engaged course. It contains a service-learning project, meaning that all students will complete a project for a non-profit based, community organization while receiving assignment credit. The ASU Community Partnership Handbook, concerning service learning classes on page 6 states:

*“Service-learning: a course-based, credit-bearing, educational experience in which ASU students:*

*a) Participate in an organized service activity that meets identified community needs.*

*b) Reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced social responsibility.”*

### **CONNECT! Campus and Community Objectives and Outcomes**

1. Social responsibility is the broad student-learning goal for this course. It includes intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in the regional, national and global communities.
2. Develop skills of a socially responsible citizen and graphic designer.
3. Demonstrate knowledge of digital typography and methodology.
4. Provide an avenue of creative type work for developing student artworks.
5. Develop the digital skills needed to produce artwork for subsequent graphic courses.
6. Create a graphic design portfolio geared for future internship and employment purposes.

### **Justification of the Course**

An examination of the principles and potential of type with emphasis on creative typographic composition. This course enables student exploration of the role that typography plays in shaping the form and content of communication. Through a series of assignments that introduce letterforms in relation to images, texture, color, hierarchy and grid structures, students will explore a variety of design problems and build skills in communicating visual meaning.

### **Recommended Textbooks**

The Complete Typographer by Jeremy Austen; A Type Primer by John Kane

### **Recommended Supplies**

1 to 3 pcs. USB flash drive, pens/sketchpad, USB external hard drive

### **Assessment**

To do well in this course, plan on an average of at least 6-8 hours of work per week outside of class. Project schedules are designed to give students time for critical and creative revisions; the initial draft layouts leading to the final version of a project should represent active experimentation, critical self-assessment, and personal commitment to the work. Arrive at class on time, with your materials, your projects prepared, and ready to work. There will be regular breaks per class. While in class, you are expected to work on class projects; internet usage should be limited to class related research. You are expected to be an enthusiastic participant in this class and take ownership of your work and development as a creative professional.

The function of critiques is not only to receive feedback on your work, but to build essential skills of presentation, sales and marketing. Commitment as indicated above includes class participation, effort, level of craftsmanship, and evidence of having a strong, consistent work ethic.

### **Grading Criteria**

A project will be evaluated by the following criteria:

1. Follow instructions accurately and meeting deadlines.
2. Appropriateness of solution to project design brief.
3. Uniqueness of solution, demonstration of creativity and experimentation.
4. Craftsmanship and attention to detail.
5. Class presentation.
6. Regular class and Art major/minor meeting attendance.

### **Grade Breakdown**

Projects are determined by specific criteria, each assigned with a value between 1– 4 and calculated equally per project to arrive at a final course grade at the end of the semester. Late work will be reviewed on an individual basis and accepted only in case of documented health, university or family reasons. Unexcused late projects will be marked down one (1) letter grade for each day the project is late.

A (4.0) to A- (3.5)

Outstanding to excellent work in projects and assignments; strong class participation in class critiques and regularly attend class

B (3.9) to B- (2.5)

Creative to distinguished work in projects and assignments; follows instructions and regularly attends class

C (2.0) to C- (1.5)

Satisfactory to adequate work in projects and assignments; attendance within minimum class requirement

D (1.0)

Barely acceptable work; failing to complete all assignments; excessive class tardiness or absences

F (0)

Fail; Late and Non-submission

### **Coursework**

Each project will be provided with a detailed project spec sheet. Be sure to follow the instructions carefully. Reread the directions prior to handing in your projects. Failure to comply with these instructions will affect your grade. We will critique work-in-progress as well as finished projects. Critiques are meant to develop skills of presentation and discussion, and should be approached in a professional manner. The presentation of work is an essential part of the project as well as your development as a creative professional. Creating the work is only part of the process – you must be able to present your work as the right solution to the given design problem. Unless instructed otherwise, work must be in the following formats (PDF, JPG, AI, PSD) to be accepted for review, class viewing or grading. Any work brought into class after a graded class critique has started will be counted as late. All work will be due at specific dates as outlined in the project spec sheet schedule, and will be due at the beginning of class.

### **Backing Up Your Files**

Losing work due to a failed digital media, lost or overwritten files is not an excuse for late work. Students are expected to have an effective backup strategy for all their working and final files. Please note that lab computers are normally erased daily for maintenance and OS upgrades.

### **Software Training**

Basic computer knowledge is required, so a certain amount of familiarity with the software used in class is at least expected. Please note that while there will be adequate software tutorials covered in class, it is your responsibility to further develop the essential technical computer skills needed to complete your assignments.

### **Student Honor Code and Academic Integrity**

This class is focused on generating and developing your own ORIGINAL designs. This does not mean that references can not be used, but copying, tracing, or using the actual work of others without documenting or showing major significant modification through your own design decisions can lead to failing the assignment or the course. Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student's own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words, artworks or ideas of another as one's own. You must be very clear about attribution of sources and must know how to cite sources in a paper. Please see full Honor Code Policy at [http://www.angelo.edu/forms/pdf/Honor\\_Code.pdf](http://www.angelo.edu/forms/pdf/Honor_Code.pdf)

### **Attendance Policy**

Regular attendance is required and will be taken daily by sign-in attendance sheet. It is the responsibility of the student to sign the attendance sheet if they want to be counted present. **Failure to sign the attendance sheet will result in an unexcused absence!**

**3** Tardiness (15 minutes or more) = **1** Absence

**4** Unexcused Absences will reduce your final course grade by **1** letter grade

**5** Unexcused Absences will reduce your final course grade by **2** letter grades

**6** Unexcused Absences will result in failure from class

An excused absence will be granted only for documented health, university and family purposes. This means you must provide official medical documentation such as official doctor's note, legal appointments, official university and government events, etc. to be excused.

### **Miscellaneous**

All phones are to be turned off or silent mode during class. This also means text messaging, pagers, handheld video games, etc. Please wear the proper attire suited to working in a studio course. The environment for the class must be conducive to learning. Offensive and disrespectful language will not be tolerated in class. As part of your educational experience, you may be expected to participate in class exhibitions (print and online), provide pro bono design services to non-profit organizations/university departments in need of assistance, attend field trips, and workshops in locations both on and off campus.

### **Students with Disabilities**

Angelo State University complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Dean of Student Life and Student Services at 942-2191. It is the responsibility of the student to report special accommodation needs to his/her instructor in a timely manner. Furthermore, the instructor is not required to anticipate the needs of students with disabilities.

### **Art Major/Minor Meetings**

All art majors and minors are required to attend all general Art Department meetings. Failure to attend these meetings will result in a deduction of 3.3 points for each missed meeting from the final grade in each course the student is enrolled during the semester.

### **Tentative Course Schedule**

These are approximate dates and some may overlap. Specific dates and information will be given in project spec sheets during the semester.

Week 1-2: Software Orientation

Week 3-4: Lectures and Exercises

Week 5-6: Graphic Design Project #1 TBA

Initial project ideas and research

Thumbnail critiques

Discuss initial layouts and revisions

Lab hour production work

Graded critique and presentation

- Week 7-8: Graphic Design Project #2 TBA  
Initial project ideas and research  
Thumbnail critiques  
Discuss initial layouts and revisions  
Lab hour production work  
Graded critique and presentation
- Week 9-10: Graphic Design Project #3 TBA  
Initial project ideas and research  
Thumbnail critiques  
Discuss initial layouts and revisions  
Lab hour production work  
Graded critique and presentation
- Week 11-12: Graphic Design Project #4 TBA  
Initial project ideas and research  
Thumbnail critiques  
Discuss initial layouts and revisions  
Lab hour production work  
Graded critique and presentation
- Week 13-16: Examination and Finals

The last day to drop a course or withdraw from the university will be on October 13, 2013.  
Final exam schedule is Monday, December 9, 2013; 8:00 am – 10:00 am.

**Disclaimer**

This syllabus is subject to change or revision at any time during the semester. You will be notified of any changes or will be issued a new syllabus. It is the responsibility of the student to note and be aware of any changes if they occur.

*I have received, read and understand a copy of this course syllabus and information sheet.*

*STUDENT NAME* \_\_\_\_\_

*DATE* \_\_\_\_\_