ADES 2510.501: **Typography 2**

Instructor Contact
Name: **David Wolske** (he/him/his)
Email: david.wolske@unt.edu
Phone Number: 940-565-3621 (Dept. of Design Office)

Office Hours*: **Wednesdays, 12:00–3:00 pm, or by appointment**
Office Location: ART 345 C

Please sign up for office hours using Canvas's Scheduler

Course Description
This class teaches students about typography hierarchy and systems. Building on the skills learned in Typography 1, students engage with: grids, hierarchical relationships, formal typographic variables, and their effect on typographic systems.

Course Structure
- This course meets face-to-face. Remote instruction is not available except in special and pre-arranged circumstances.
- Classroom: ART 367
- Hours and Days: 3:00–5:50 PM; Tuesdays and Thursdays; January 13–May 5, 2025

The class is structured around design assignments. Students and instructor will divide their time between lectures, demos, and critiques. Students will be required to complete work outside of class for the duration of the semester. Students should plan to spend 2–3 hours working outside of class for every hour spent working in class (6 hours in class = approximately 12–18 hours outside of class).

Course Prerequisites or Other Restrictions
Prerequisites: ADES 1510 and ADES 2515

Course Objectives
By the end of this course, students will be able to:

Select and combine typefaces appropriate to context with proficiency
- *Students will **justify** typeface choices based on audience, purpose, and medium.*
- *Students will **present** multiple typographic solutions and explain their rationale.*

Construct effective typographic hierarchies that communicate clearly
- *Students will **design** layouts that guide the reader's eye through content logically.*
- *Students will **evaluate** hierarchy effectiveness through peer critique and revision.*

Apply design principles to complex compositions and typographic systems
- *Students will **organize** multi-page documents using alignment, contrast, and rhythm.*
- *Students will **analyze** how design principles influence readability and aesthetics.*

Implement grid systems effectively across diverse contexts
- *Students will **adapt** grid structures for print and digital formats.*
- *Students will **demonstrate** consistency in spacing and alignment across projects.*

Produce advanced InDesign projects that include organized style sheets and print-ready files
- *Students will **create** and **manage** paragraph and character styles for efficiency.*
- *Students will **export** files that meet professional print specifications without errors.*

Teaching Philosophy

I view design education as a partnership in curiosity. My classroom is built on cooperative dialogue, where I challenge students to move beyond aesthetics and engage deeply with culture. By balancing rigorous questioning with encouraging support, I empower students to build a resilient creative practice rooted in research, collaboration, and empathy.

Instructor Responsibilities and Feedback

It's my responsibility to help students grow and learn, provide clear instructions for projects and assessments, answer questions about assignments, identify additional resources as necessary, and review and update course content.

In most cases, students may expect a response to emails within 24 hours, assignment feedback within 3–5 business days, and assignment grades within 7–10 days of submitting final work via Canvas.

Supporting Your Success and Creating a Welcoming Learning Environment

I value the many perspectives students bring to our campus. Please work with me to create a classroom culture of open communication, mutual respect, and belonging. All discussions should be respectful and civil. Although disagreements and debates are encouraged, personal attacks are unacceptable. Together, we can ensure a safe and welcoming classroom for all. If you ever feel like this is not the case, please stop by my office and let me know.

Textbooks, Readings, and Tutorials

Quizzes will cover material from the resources below. The textbooks are available from Voertman's and the University of North Texas Official Bookstore.

- *Inside Paragraphs (second edition),* by Cyrus Highsmith
- *Making and Breaking the Grid (third edition),* by Timothy Samara
- LinkedIn Learning
- There will be additional required and recommended readings and tutorials throughout the semester. Directions on how to access these resources will always be posted in Canvas.

Technical Requirements

This course has digital components. To fully participate, students will need internet access to reference content on the Canvas Learning Management System. Additional tech requirements are listed below.

- Canvas
- Adobe Creative Cloud
  - InDesign
  - Illustrator
  - Photoshop
- Fonts - The following fonts are required for this course:
  - Adobe Garamond (Adobe Fonts)
  - Nimbus Roman (Adobe Fonts)
  - Bodoni URW (Adobe Fonts)
  - SchoolBook (Adobe Fonts) *excluding SchoolBook Cond & SchoolBook Cond Bold Regular*
  - Classico URW (Adobe Fonts)
  - Neue Haas Grotesk Text Pro (Adobe Fonts)
  - Futura PT Book (Adobe Fonts)

- Microsoft Office Suite (*Available for free to currently enrolled students*)
- Zoom

Course Assignments and Assessments

Due Date	Assignments & Assessments	Points Possible	Percentage of Final Grade
01/15	UNT Syllabus Quiz	10	5%
01/29	Quiz 1	40	5%
02/17	Project 1: Résumé, Business Card, Envelope	50	10%
03/31	Project 2: Editorial Spreads	50	15%
04/07	Quiz 2	50	5%
04/30	Project 3: Book Design	100	20%
04/30	Process "Book"	50	10%
01/13–04/30	ComDes Classwork Archive	50	10%
01/13–04/30	Participation and Engagement	100	20%
05/05	Final Exam: 12:30–2:30 PM	*Plan to meet during the Final Exam period unless otherwise notified*	
	Total Points Possible	**500**	**100%**

The due dates above are subject to change. Students will be notified by Eagle Alert if there is a campus closing that will impact a class. For more information, review Emergency Notifications and Procedures Policy (https://policy.unt.edu/policy/06-049).

Grading
Grade Scale:

A = 450–500

B = 400–449

C = 350–399

D = 300–349

F = 000–299

Extra Credit
I usually do **not** offer extra credit. The assignments you'll complete are meant to cover all the important skills and concepts for this class. Focusing on those and giving them your best effort is the best way to succeed.

Course Policies

Submitting Assignments

I post all due dates and instructions on Canvas. You must submit all completed assignments and documentation through Canvas as well.

If you miss a class, check Canvas and contact a classmate for missed information. I will not use class time to repeat lectures or critiques. Do not contact the Dean's, Studio Art, or Design offices to leave notes or projects. These offices will not accept student work. At my discretion, I may record additional unexcused absences for incomplete daily work.

Late Work

Late assignments will lose **one letter grade for each calendar day** they are overdue. Please note that this includes weekends, not just scheduled class days. For example, an assignment due Friday but turned in on Sunday would receive a two-letter grade deduction.

Class Participation

Classroom participation and engagement are graded requirements of this course.

Syllabus Change Policy

The course schedule and assignments are subject to change to better accommodate the pace of the class. I will notify you of any formal syllabus or deadline revisions through Canvas Announcements. Please check our course page regularly for the most up-to-date information.

ComDes Classwork Archive

All students are required to create and maintain an archive of student work on Adobe Portfolio. Each year, Graphic Design track faculty refer to these sites to assess student growth and strengthen our curriculum. You will receive feedback and be considered for scholarships based on these archives.

Create a site on Adobe Portfolio using the **[Sawdust](#)** theme. Make sure your name is visible on the home page. Add a page as you complete each project, beginning with the assignment name, class name (i.e. Typography 2), your professor's name, and a few sentences briefly explaining the project in your own words. Then include images of the final deliverables.

Add work from ADES 2510 and all final work from ADES classes moving forward. Please **do not include any non-class work.** If you'd like to showcase additional pieces as you apply for internships or jobs, we encourage you to create a separate portfolio website.

Artificial Intelligence Policy

Certain assignments in this course will allow or even encourage the use of generative artificial intelligence (GAI) tools. When permitted, any use of GAI tools must be appropriately acknowledged and cited. You are obligated to evaluate the legitimacy and applicability of any GAI output that you use in your work. Violations of this policy will be considered academic dishonesty. Different classes at CVAD and UNT may implement different AI policies. It's your responsibility to understand and conform to expectations for each course.

Course Policies [continued]

Attendance Policy

Research has shown that students who attend classes are more likely to be successful. You should attend every class unless you have a university excused absence, such as active military service, a religious holy day, or an official university function, as stated in the Student Attendance and Authorized Absences policy (https://policy.unt.edu/policy/06-039). Please let me know if you cannot attend a class due to an emergency. Your safety and well-being are important to me.

- A tardy = entering the classroom at 3:04 pm or later.
    - Most lectures, demonstrations, and assignments will occur at the beginning of class periods and will not be repeated for those who arrive late. If you are late to class, you will need to notify me at the end of the class period to replace an absence with a tardy.

- Every four (4) tardies = one (1) unexcused absence.

- If you enter the classroom after 3:20 pm without a university-approved excuse (see UNT policy 06.039) you'll be marked absent, and any work due that day will be late.

- Three absences are allowed.
    - More than three absences will require a note from a doctor or the Dept. of Design office excusing the absence for a reason covered under UNT policy 06.039 to be counted as excused.

- Four or more unexcused absences (4+) will lower your final grade by one letter grade per additional absence, e.g.:
    - Four (4) unexcused absences = one (1) final letter grade lower, e.g., "B" → "C."
    - Five (5) unexcused absences = two (2) final letter grades lower, e.g., "B" → "D."
    - Six (6) absences, excused or unexcused = I reserve the right to assign an "F" for the final letter grade.

- Examinations, quizzes, and in-class assignments missed may only be made up with an official doctor's excuse or note from the Dept. of Design office excusing the absence for a reason covered under UNT policy 06.039.

- If you miss a critique, it may not be made up during class time.

Under UNT policy 06.039, an absence may be excused for the following reasons:
1. a religious holy day, including travel for that purpose;
2. active military service, including travel for that purpose;
3. participation in an official university function;
4. illness or other extenuating circumstances;
5. pregnancy and parenting under Title IX; and
6. when the University is officially closed.

Please familiarize yourself with the University's attendance policy and be aware of your responsibilities should you require an excused absence.

Course Policies [continued]

Font Licensing and Usage Policy

Verify your legal right to use a font before starting any project. This rule applies to academic, personal, and commercial work. United States law classifies fonts as software products that the creator owns and protects.

Using unlicensed fonts is both unethical and illegal. You must be the official licensee of the font to use it legally. This requirement remains the same even if you receive the font from a teacher, a classmate, or a professional colleague. It also applies to any font you download from the internet.

I will issue a warning for your first offense if you use unlicensed fonts in your work. I will give you a grade of zero for the entire project if a second offense occurs. Ignorance does not excuse a violation. You are responsible for your own education. You can find many excellent articles online regarding this topic. Fontfabric provides a thorough and clear guide to help you understand the process.

Social Media Policy

I share my creative research and professional activities through various social media platforms. I do not discourage you from viewing or following my public accounts. However, I do not accept or extend friend requests or follow invitations with current students.

This policy maintains professional boundaries and prevents any appearance of favoritism. I look forward to connecting with you on social media after your graduation. At that time, we can use these networks to strengthen our professional relationship.

Design Competitions

Entering your work into competitions is an excellent practice. Getting your work into juried competitions builds credibility and raises your profile.

Please plan to enter your student work in at least two (2) student competitions per academic year. Work with your instructors to determine the most appropriate shows to enter. Always include winning accomplishments on your résumé and feature this recognized work in your portfolio. And always share credit with your collaborators (students, faculty, etc.).

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT. It allows students to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course. This short survey will be available during week 14 (4/20–4/25). Students will receive an email from *UNT SPOT Course Evaluations via IASystem Notification* (no-reply@iasystem.org) with the survey link. For additional information, please visit the SPOT website (http://spot.unt.edu/) or email spot@unt.edu.

UNT Policies

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to, cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in various academic penalties or sanctions ranging from a warning to expulsion from the University.

Cheating and Plagiarism

Students caught cheating or plagiarizing will receive a "0" for that assignment or exam. The instructor will notify the student via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next action level. If further action is warranted, the incident will be reported to the Dean of Students, who may impose an additional penalty. According to the UNT catalog, the term **cheating** includes, but is not limited to:

A. use of any unauthorized assistance to take exams, tests, quizzes, or other assessments;

B. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;

C. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the University;

D. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or

E. any other act designed to give a student an unfair advantage.

The term **plagiarism** includes, but is not limited to:

A. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and

B. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in selling term papers or other academic materials.

Plagiarism is also literary or artistic theft. It is the false assumption of authorship, the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with minor changes, and adding one's name to the result constitutes plagiarism.

UNT Policies [continued]

ADA Accommodation

The University of North Texas makes reasonable accommodations for students with disabilities. To request accommodations, you must first register with the Office of Disability Access (ODA) by completing an application for services and providing documentation to verify your eligibility each semester. Once your eligibility is confirmed, you may request your letter of accommodation. ODA will then email your faculty a letter of reasonable accommodation, initiating a private discussion about your specific needs in the course.

You can request accommodations at any time, but it's important to provide ODA notice to your faculty as early as possible in the semester to avoid delays in implementation. Keep in mind that you must obtain a new letter of accommodation for each semester and meet with each faculty member before accommodations can be implemented in each class. You are strongly encouraged to meet with faculty regarding your accommodations during office hours or by appointment. Faculty have the authority to ask you to discuss your letter during their designated office hours to protect your privacy. For more information and to access resources that can support your needs, refer to the Office of Disability Access website (https://studentaffairs.unt.edu/office-disability-access).

UNT Policies [continued]

Use of Student Work

A student owns the copyright for all work (e.g., software, photographs, reports, presentations, and email postings) they create within a class, and the University is not entitled to use any student work without the student's permission unless all the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all the above criteria, then the University office or department using the work must obtain the student's written permission.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the course duration are kept for at least one calendar year after course completion. Coursework completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their records; however, information about students' records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws, and the University's policy. See UNT Policy 10.10, Records Management and Retention, for additional information.

Emergency Notification and Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Access to Information – Eagle Connect

The access point for business and academic services at UNT is my.unt.edu. The University will deliver all official communication to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward emails to Eagle Connect (https://it.unt.edu/eagleconnect).

Getting Help

Technical Assistance

Part of working in a digital environment involves dealing with the inconveniences and frustrations that can arise when technology breaks down or does not perform as expected. UNT provides a Help Desk that you can contact for help with Canvas or other technical issues.

> **UNT Help Desk**: UNT Helpdesk site (https://aits.unt.edu/support)
>
> **Email**: helpdesk@unt.edu
>
> **Phone**: 940-565-2324
>
> **Current Hours**:
> Monday–Thursday: 8 am–9 pm
> Friday: 8 am–5 pm
> Saturday–Sunday: 11 am–3 pm
>
> **In Person**: Sage Hall, Room 330
> **Walk-In Hours**: 8 am–5 pm

Academic Success Services

UNT provides numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Here are several UNT resources that support your academic success and mental well-being:

- Student Health and Wellness Center (https://studentaffairs.unt.edu/student-health-and-wellness-center)
- Counseling and Testing Services (https://studentaffairs.unt.edu/counseling-and-testing-services)
- UNT Care Team (https://studentaffairs.unt.edu/care)
- UNT Psychiatric Services (https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)

Other student support services offered by UNT include
- Financial Aid (https://financialaid.unt.edu/)
- Student Legal Services (https://studentaffairs.unt.edu/student-legal-services)
- Career Center (https://careercenter.unt.edu/)
- UNT Food Pantry (https://studentaffairs.unt.edu/food-pantry)
- Registrar (https://registrar.unt.edu/registration)
- Online Student Resources (https://clear.unt.edu/canvas/student-resources)
- Academic Success Center (https://success.unt.edu/asc)
- UNT Libraries (https://library.unt.edu/)
- UNT Writing Center (http://writingcenter.unt.edu/)
- MathLab (https://math.unt.edu/mathlab)