

ADES 1510-502: **Typography 1**

Instructor Contact

Name: **David Wolske** (he/him)

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 course teaches students about typography's formal (visible shape) and plastic (moldable) qualities. Topics covered include typographic anatomy and vocabulary, character manipulation, typographic semiotics (the meaning of symbols), and the relationship between type and color.

Course Prerequisites

Students must be concurrently enrolled in ADES 2515 and have successfully completed ADES 1540.

Instruction Mode

This class meets **face-to-face** in ART 365 on Tuesdays and Thursdays, from 8:00–10:50 am.

Course Structure

This class is structured around studio assignments. In-class activities include 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 1 hour spent in class.

Course Objectives

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

- Define and demonstrate typographic awareness and proficiency through appropriate typeface selection, word spacing, alignment, line length, letterform manipulation and rendering, visual hierarchy, and communication with type.
- Define and apply critical theories of typography, such as terminology, typographic measurement systems, parts of characters, typeface identification, and typeface classifications.
- Demonstrate proficiency with the design process: define the purpose/problem; research; ideate and conceptualize through thumbnails, pencil roughs or sketches, tight pencil comprehensives (comps), and computer-generated comps; refine; implement; and reflect.
- Demonstrate command of the elements and principles of design: composition, balance, contrast, repetition, movement, dominance, and tension.
- Demonstrate expertise in the principles of Gestalt: figure/ground (form/counterform), unity, repetition, similarity, closure, continuity, and proximity.

Safety Procedures and Guidelines

While working in laboratory sessions, students enrolled in Typography 1 are required to follow proper safety procedures and guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions, and hot and cold products. Students should be aware that UNT is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students without insurance coverage should consider obtaining Student Health Insurance. Brochures for student insurance are available in the UNT Student Health & Wellness Center. Students who are injured during class activities may seek medical attention at the Student Health & Wellness Center at rates that are reduced compared to other medical facilities. If students have an insurance plan other than UNT Student Health Insurance, they should be sure that the plan covers treatment at this facility. If students choose not to go to the UNT Student Health & Wellness Center, they may be transported to an emergency room at a local hospital. Students are responsible for expenses incurred there.

How to Succeed in this Course

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

I'm responsible for helping students grow and learn, providing clear instructions for projects and assessments, answering questions about assignments, identifying additional resources as necessary, and reviewing and updating course content.

In most cases, you may expect a response to emails within 24 hours, assignment feedback within 3–5 business days, and assignment grades within 10–12 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 and Readings

Required*

Quizzes will cover material from both required books. Both books are available from [Voertman's](#) and the [University of North Texas Official Bookstore](#).

- Barber, Ken. ***House Industries Lettering Manual***. New York: Watson-Guptill, 2020.
[BRING TO EVERY CLASS](#)
- Lupton, Ellen. ***Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students (3rd Edition, Revised and Expanded)***. New York: Princeton Architectural Press, 2024.
[BRING TO EVERY CLASS](#)

* *Additional relevant readings may be assigned throughout the semester. Assignments and deadlines will be posted via Canvas.*

Suggested

The most successful designers are voraciously curious and find inspiration from a wide range of IRL and online sources.

Google Doc: [Typography Recommended Reading](#)

Tools, Materials, and Supplies

Required

- 2- to 4-inch-capacity three-ring binder
- Pencils: mechanical and drawing/sketching—HB, 2H, 4H, 6H, etc.
- Erasers: Magic Rub, Pink Pearl, kneaded, etc.
- Dry-erase markers: black, blue, and red [BRING TO EVERY CLASS](#)
- Utility, X-acto, or similar style knife, plus extra blades
- Magnets for hanging work in class: clear map magnets preferred [BRING TO EVERY CLASS](#)
- Paper for sketching: sketchbook, loose copy paper, newsprint, tracing, etc. [BRING TO EVERY CLASS](#)
- Plotter paper (*choose one*):

You may want to partner with a classmate to share the cost of this material.

- [Red River Paper – 47 lb. Premium Matte, 24-inch × 98-foot roll, 3-inch core](#)
- [Clampitt Paper – TruColor Matte, 24-inch × 100-foot roll, 3-inch core](#)

Recommended

- External backup/storage drive: ≥1 TB
 - I strongly recommend taking advantage of [OneDrive](https://onedrive.untsystem.edu/) (<https://onedrive.untsystem.edu/>)
- 12- or 18-inch metal ruler with cork or foam back

Technology Requirements and Skills

This course has digital components. Students need internet access to reference content on the [Canvas Learning Management System](#) to participate in this class. You will be informed of other technical needs to access course content if circumstances change. You may find additional information on how to be successful in a digital learning environment at [Learn Anywhere](https://online.unt.edu/learn) (<https://online.unt.edu/learn>).

Minimum Technology Requirements

- Computer **BRING TO EVERY CLASS**
- Reliable internet access
- [Adobe Creative Cloud](#) **BRING TO EVERY CLASS**
 - Illustrator
 - InDesign
 - Photoshop
- [Microsoft Office Suite](#) (available for free to currently enrolled students)

Computer Skills and Digital Literacy

- Using [Canvas Learning Management System](#)
- Using Adobe Creative Cloud software, specifically Illustrator, InDesign, and Photoshop
- Using email with attachments
- Downloading and installing software
- Using presentation applications (PowerPoint, Keynote, Google Slides, etc.)

Course Requirements

Assignments and Assessments	Points Possible	Due	Percentage of Final Grade
Assignment 1 – Monograms	100	Week 5	20%
Assignment 2 – Type Kitchen	100	Week 10	20%
Assignment 3 – Typographic Poster and 7-inch Record Sleeve	100	Week 15	25%
Participation and engagement	50	Every class	20%
Typography Quiz 1	50	Week 4	5%
Typography Quiz 2	50	Week 9	5%
Typography Quiz 3	50	Week 14	5%
Total Points Possible	500		100%

Grading

Grade Scale

A = 90–100%

B = 80–89%

C = 70–79%

D = 60–69%

F = below 60%

Extra Credit Policy

I do not offer extra credit because I want students to focus on the work that most directly supports their learning. Attending class, meeting deadlines, participating fully, and seeking feedback are the most effective ways to succeed in this course.

Course Policies

Submitting Assignments

Assignment instructions, project specifications, due dates, and submission links will be posted in Canvas. Students are responsible for checking Canvas regularly and submitting all required work and process documentation through Canvas by the stated deadlines.

If you are absent, it is your responsibility to review Canvas and contact a classmate for any notes, announcements, or information missed during class. Because studio learning depends on demonstrations, critiques, and active participation, missed class activities cannot be repeated individually.

If you anticipate an absence, communicate directly with the instructor. The Dean's, Studio Art, and Design offices cannot accept messages, projects, or assignments on the instructor's behalf. Projects should be submitted only through the methods specified in Canvas.

Staying informed and keeping up with coursework during an absence are important professional skills. Regularly checking Canvas and communicating proactively will help you stay on track and get the most from the course. Failure to complete required daily in-class work may, at the instructor's discretion, be recorded as an unexcused absence.

Late Work

Late assignments will lose **one letter grade** (10 percentage points) for each calendar day they are overdue. This includes weekends, not just scheduled class days. For example, an assignment due Friday but submitted Sunday would lose two letter grades (20 percentage points).

Class Participation

Classroom participation and engagement are graded requirements of this course. Active participation in this course requires students to bring both textbooks to every class session. The textbooks serve as a primary source of information and guidance for course content, activities, and assignments. **Students should use the textbooks as their first resource when encountering questions or difficulties.** The instructor will frequently refer students back to the textbook and may ask, "What does the textbook say about this?" as part of encouraging independent learning, critical thinking, and effective research habits. Students who arrive without their textbook may be unable to fully participate in class activities.

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.

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) (<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 8:04 am 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 8:20 am 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.

Instructor Absences

I'm pursuing creative scholarship off campus, October 15–17. I will assign appropriate academic activities for Thursday, October 15.

Course Policies [continued]

Font Licensing and Ethical Use

As a designer, you are responsible for understanding and following font licensing requirements. Before using a typeface in any project, whether academic, personal, or commercial, confirm that you have the legal right to use it. Fonts are intellectual property, and using unlicensed fonts violates both professional ethics and licensing agreements.

Developing the habit of verifying licenses is an important part of professional practice. You are expected to educate yourself about font licensing and to ensure that every font you use complies with its terms of use. Lack of knowledge or misunderstanding of licensing requirements does not excuse unauthorized use.

If I identify an unlicensed font in your work, I will issue a warning for the first violation. A second violation will result in a grade of **0** for the assignment or project.

To learn more about font licensing, review: <https://www.fontfabric.com/blog/fonts-licensing-the-ins-and-outs-of-legally-using-fonts/>

Social Media and Professional Networking

Students are welcome to engage with my public-facing professional content on social media. To maintain appropriate professional boundaries while you are enrolled in my courses, I do not accept or initiate social media connections with current students, including LinkedIn connections.

Maintaining these boundaries supports a professional learning environment and helps ensure that all students are treated equitably. After graduation, I look forward to connecting with you through professional networks and staying in touch as colleagues.

Design Competitions

Entering design competitions is great practice. Juried competitions build your credibility and raise your profile. The ComDes faculty recommends entering at least two student competitions each academic year. Work with your instructors to find the best shows for your work. Include any wins on your résumé and showcase this recognized work in your portfolio. Always share credit with your collaborators, including fellow students and faculty. This shows potential employers that you can contribute to team success.

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 weeks 13–15. 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 \(http://spot.unt.edu/\)](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](https://studentaffairs.unt.edu/office-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) (<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) (<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) (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [UNT Care Team](https://studentaffairs.unt.edu/care) (<https://studentaffairs.unt.edu/care>)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (<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/) (<https://financialaid.unt.edu/>)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (<https://studentaffairs.unt.edu/student-legal-services>)
- [Career Center](https://careercenter.unt.edu/) (<https://careercenter.unt.edu/>)
- [UNT Food Pantry](https://studentaffairs.unt.edu/food-pantry) (<https://studentaffairs.unt.edu/food-pantry>)
- [Registrar](https://registrar.unt.edu/registration) (<https://registrar.unt.edu/registration>)
- [Online Student Resources](https://clear.unt.edu/canvas/student-resources) (<https://clear.unt.edu/canvas/student-resources>)
- [Academic Success Center](https://success.unt.edu/asc) (<https://success.unt.edu/asc>)
- [UNT Libraries](https://library.unt.edu/) (<https://library.unt.edu/>)
- [UNT Writing Center](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/>)
- [MathLab](https://math.unt.edu/mathlab) (<https://math.unt.edu/mathlab>)