ADES 1510-503 Typography 1

Instructor Contact
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Phone Number: 940-565-3621 (Dept. of Design Office)

Office Hours*: Wednesdays, 12:30–2:30 pm, or by appointment
Office Location: ART 345 C

*Please sign up for office hours using Canvas’s Scheduler

Course Description (from the University’s catalog)
This course teaches students about typography’s formal, plastic qualities. Topics covered include typographic anatomy and vocabulary, character manipulation, typographic semiotics, and the relationship between type and color.

Course Prerequisites or Other Restrictions
Prerequisite(s): Students must be concurrently enrolled in ADES 2515 and have successfully completed ADES 1540.

Course Structure
ADES 1510-503 Typography 1 meets face-to-face in ART 367 on Mondays and Wednesdays, from 8:00–10:50 am.

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 (purpose/problem), research, ideate/conceptualize (thumbnails, pencil roughs or sketches, tight pencil comprehensives, a.k.a. comps, and computer-generated comprehensives), 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.
Teaching Philosophy

Design is a curiosity-driven activity. I challenge and support students through cooperative dialog and questioning as they develop a personalized creative practice rooted in research, collaboration, and critical engagement with culture.

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 days of submitting final work via Canvas.

Supporting Your Success and Creating an Inclusive 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 inclusion. 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. Please stop by my office and let me know if you ever feel this is not the case. We’re here to learn together.
Syllabus: ADES 1510-503 Typography 1

Textbooks and Readings

Required*


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

Suggested

- Google Doc: **Typography Recommended Reading**

Tools, Materials, and Supplies

Required

- 3–4 inch capacity 3-ring binder
- Pencils: mechanical
- Pencils: drawing/sketching—HB, 2H, 4H, 6H, etc.
- Pilot Parallel Pen: 6.0 mm, plus black ink refills
- Erasers: Magic Rub, Pink Pearl, kneaded, etc.
- Utility, X-acto or similar style knife, plus extra blades
- Magnets for hanging work in class: clear map magnets preferred
- Masking tape
- Rubber cement
- Black-on-black foam board: purchase as needed per project specifications
- Paper for sketching: copy paper, newsprint, tracing, etc.
- Plotter paper (choose one):
  - Red River Paper – 47lb. Red River Premium Matte, 24 x 98 roll, 3-inch core
  - Clampitt Paper – TruColor Matte, 24 x 100 roll, 3-inch core

Recommended

- External backup/storage drive: ≥1 TB
  - I strongly recommend taking advantage of **OneDrive** (https://onedrive.untsystem.edu/)
- 12- or 18-inch metal ruler with cork or foam back
- Drafting triangles and French curves
- Clear sheet protectors
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).

Minimum Technology Requirements

- Computer with built-in speakers and microphone
- Reliable internet access
- Adobe Creative Cloud (Note: A limited number of reduced-price Adobe CC subscription licenses are now available to UNT students)
  - 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

<table>
<thead>
<tr>
<th>Assignments and Assessments</th>
<th>Points Possible</th>
<th>Percentage of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 1 – Monograms</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Assignment 2 – Typeface Mixer</td>
<td>100</td>
<td>20%</td>
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<tr>
<td>Assignment 3 – Evocative Lettering</td>
<td>100</td>
<td>20%</td>
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<tr>
<td>Assignment 4 – Typographic Poster</td>
<td>100</td>
<td>20%</td>
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<tr>
<td>Participation and engagement</td>
<td>50</td>
<td>20%</td>
</tr>
<tr>
<td>Quiz 1:</td>
<td>25</td>
<td>5%</td>
</tr>
<tr>
<td>Quiz 2:</td>
<td>25</td>
<td>5%</td>
</tr>
<tr>
<td>Total Points Possible</td>
<td>500</td>
<td>100%</td>
</tr>
</tbody>
</table>

Grading
Grade Scale:
- A = 450–500
- B = 400–449
- C = 350–399
- D = 300–349
- F = 000–299

Extra Credit Policy/Philosophy
I don’t generally offer opportunities for extra credit. I believe in focusing one’s attention and best effort on current tasks.
Syllabus: ADES 1510-503 Typography 1

Course Policies

Assignment Policy
I will always post assignment due dates and specifications to Canvas. Likewise, completed assignments—and/or documentation—will be submitted via Canvas.

If you are absent, you are responsible for checking Canvas and contacting a class member to get any missed information or assignments. The instructor will not use class time to repeat missed lectures, projects, or critiques. Do not call the Dean’s, Studio Art, or Design offices to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the Dean’s, Studio Art, or Design offices. The offices will not accept any projects. At the professor’s discretion, incomplete daily work may result in additional unexcused absences.

Late Work
Late assignments will receive one letter grade lower per day (not per class period) for each day they are late.

Class Participation
Classroom participation and engagement are graded requirements of this course.

Syllabus Change Policy
It’s not unusual for the instructor to modify assignments and schedules in response to the needs of students or the instructor. I reserve the right to adjust or change the course syllabus with or without notice. However, I will notify students of changes to the syllabus, assignments, or schedule via Canvas.
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 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.
Course Policies [continued]

Font Licensing and (My) Font Usage Policy
Before using a font in any project—academic, personal, or commercial—be sure you have the legal right to use it. In the US, fonts are considered a software product owned and protected by the creator. The use of unlicensed fonts is unethical and illegal. It doesn’t matter if you got the fonts from a teacher, classmate, a professional colleague or downloaded them from the internet. If you are not the licensee of the font, you do not have the legal right to use it.

If I catch you using unlicensed fonts in your projects, I will give you a warning for the first offense. A second offense will result in a grade of 0 (zero) for the entire assignment/project. You are responsible for educating yourself—ignorance is not an excuse. There are many excellent articles online that explain font licensing. This one is thorough and easy to read: https://www.fontfabric.com/blog/fonts-licensing-the-ins-and-outs-of-legally-using-fonts/

My Social Media Policy
I use social media to share my creative research and professional activities. And while I don’t discourage students from viewing or following my accounts, I don’t extend or accept invitations to follow/friend current students. This policy helps maintain appropriate boundaries and avoid any suggestion of favoritism. After graduation, I’m happy to use social media to strengthen our professional relationships and networks.

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 [11/28–12/02]. 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 Policy
UNT makes reasonable academic accommodations for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is confirmed, the ODA will provide a student with an accommodation letter to be delivered to the faculty to begin a private discussion regarding one’s specific course needs. Students may request accommodations at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Students must obtain a new letter of accommodation for every semester and meet with each faculty member before implementation in each class. For additional information, see the ODA website (https://disability.unt.edu/).

Acceptable Student Behavior
Student behavior that interferes with an instructor’s ability to conduct a class or other students’ learning opportunities is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom. The instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all instructional forums, including University and electronic classrooms, labs, discussion groups, field trips, etc. Visit UNT’s Code of Student Conduct (https://deanofstudents.unt.edu/conduct) to learn more.

Sexual Assault Prevention
UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment, sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination based on sex and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, campus resources are available to provide support and assistance. UNT’s Survivor Advocates can assist a student impacted by violence by filing protective orders, completing crime victim’s compensation applications, contacting professors for absences related to an assault, and working with housing to facilitate a room change where appropriate. Survivor Advocates can also connect students to other resources available on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or 940-565-2759.
UNT Policies [continued]

Chosen Names
A chosen name is a name that a person goes by that may or may not match their legal name. Please let me know if you have a chosen name different from your legal name and would like that to be used in class. Below is a list of resources for updating your chosen name at UNT.

- UNT Records
- UNT ID Card
- UNT Email Address
- Legal Name

*UNT euIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.

Pronouns
Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in person. Just as we ask and don’t assume someone’s name, we should also ask and not assume someone’s pronouns.

You can add your pronouns to your Canvas account so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

- What are pronouns, and why are they important?
- How do I use pronouns?
- How do I share my pronouns?
- How do I ask for another person’s pronouns?
- How do I correct myself or others when the wrong pronoun is used?
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

Student Support 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)
- **Individual Therapy** (https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

*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/)
- **Multicultural Center** (https://idea.unt.edu/multicultural-center)
- **Pride Alliance** (https://idea.unt.edu/pridealliance)
- **UNT Food Pantry** (https://studentaffairs.unt.edu/food-pantry)

Academic Support Services

- **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)