ADES 2510-501 Typography 2

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

Office Hours*: Tuesdays, 2:00–4:00 PM
Office Location: ART 345 C

*Students may use the Calendar scheduler feature on Canvas to reserve 15-minute appointments

Course Description [from the University’s catalog]
This class teaches students about typography hierarchy and systems. Building on the skills learned in Typography 1, students engage with: grid, hierarchical relationships, formal typographic variables, and their effect on typographic systems.

Course Structure
• This course meets face-to-face. I will not be offering remote instruction except in special and pre-arranged circumstances.
• Classroom: ART 365
• Hours and Days: 8:00–10:50 AM; Tuesdays & Thursdays; January 16–May 7, 2024

Course Prerequisites
Prerequisites: Students must have successfully completed ADES 1510 and ADES 2515.

Course Objectives
By the end of this course, students will:
• demonstrate proficiency in choosing and combining typefaces;
• demonstrate expertise in creating effective typographic hierarchy;
• learn how typeface selection and typesetting, in combination with design elements, affect communication in a layout;
• employ elements and principles of design across complex compositions and typographic systems;
• successfully employ grid systems that honor reading conventions as well as the text’s content across various contexts;
• analyze compositions and grids within precedents, and thoughtfully articulate their effects; and
• develop advanced InDesign skills, including creating print-ready files and organized style sheets.
How to Succeed in this Course

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.

Office Hours

My office hours this semester are from 2:00–4:00 PM on Tuesdays in ART 345 C. I encourage students to use the Calendar on Canvas to reserve 15-minute appointments. Unscheduled time during office hours is on a first-come, first served basis.

FWIW – the students who regularly get feedback during office hours tend to experience more rapid progression of their conceptual, practical, and technical design abilities.

Teaching Philosophy

I help students craft their own unique creative process. We begin by engaging culture. Then we collaborate to refine these processes through curiosity, research, and analysis.

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.

UNT strives to offer you a high-quality education and a supportive environment, so you learn and grow. As a faculty member, I’m committed to helping you be successful as a student. To learn more about campus resources and information on how you can be successful at UNT, go to unt.edu/success and explore unt.edu/wellness. To get all your enrollment and student financial-related questions answered, go to scrappysays.unt.edu.
Recommended Textbooks & Readings

- **Strongly Recommended**: *Inside Paragraphs*, by Cyrus Highsmith
- **Strongly Recommended**: *Making and Breaking the Grid*, by Timothy Samara
- **Recommended**: *Type on Screen: A Guide for Designers, Writers, Developers, and Students*, edited by Ellen Lupton
- **Recommended**: [LinkedIn Learning](https://www.linkedin.com/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 & Skills

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. If circumstances change, you will be informed of other technical needs to access course content.

Information on how to be successful in a digital learning environment can be found at [LearnAnywhere](https://online.unt.edu/learn).

- **Canvas**
- **Adobe Creative Cloud**
  - InDesign
  - Illustrator
  - Photoshop
- **Fonts** - The following fonts are required for this course:
  - [Bodoni URW](https://adobe.com/fonts/bodoni-urw) (Adobe Fonts)
  - [SchoolBook](https://adobe.com/fonts/schoolbook) (Adobe Fonts)
  - [Nimbus Roman](https://adobe.com/fonts/nimbus-roman) (Adobe Fonts)
  - [Neue Haas Grotesk Text Pro](https://adobe.com/fonts/neue-haas-grotesk-text-pro) (Adobe Fonts)
- **Microsoft Office Suite** *(Available for free to currently enrolled students)*
- **Zoom**
**Course Assignments and Assessments**

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignments &amp; Assessments</th>
<th>Points Possible</th>
<th>Percentage of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/16–05/10</td>
<td>Homework, Participation &amp; Engagement</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>01/30</td>
<td>Quiz 1</td>
<td>50</td>
<td>5%</td>
</tr>
<tr>
<td>02/13</td>
<td>Project 1: Résumé &amp; Business Card</td>
<td>50</td>
<td>10%</td>
</tr>
<tr>
<td>03/26</td>
<td>Project 2: Editorial Spreads</td>
<td>50</td>
<td>20%</td>
</tr>
<tr>
<td>04/02</td>
<td>Quiz 2</td>
<td>50</td>
<td>5%</td>
</tr>
<tr>
<td>05/02</td>
<td>Project 3: Book Design</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>05/02</td>
<td>Process “Book”</td>
<td>50</td>
<td>10%</td>
</tr>
<tr>
<td>05/02</td>
<td>Portfolio Website</td>
<td>50</td>
<td>10%</td>
</tr>
<tr>
<td>05/07</td>
<td>Final Exam: 8:00–10:00 AM</td>
<td><em>Plan to meet during the Final Exam period unless otherwise notified</em></td>
<td></td>
</tr>
</tbody>
</table>

**Total Points Possible**

| 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 Policy/Philosophy**

I don’t generally offer extra credit assignments. I believe in focusing one’s attention and best effort on the task at hand.
Course Policies

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

Assignment Policy
Assignment due dates and specifications will be posted in Canvas. Likewise, completed assignments will be submitted via Canvas.

If you are absent, you are responsible for checking Canvas and contacting a class member to get any information or assignments that were given in class. The instructor will not use class time to repeat missed lectures or assignments. 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. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

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

Font Licensing and Usage Policy
Before using a font in any project—academic, personal, or commercial—be sure that you have the legal right to use it. In the US, fonts are considered a software product owned and protected by the creator. 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 discover 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 article Fonts Licensing: The Ins and Outs of Legally Using Fonts is thorough and easy to read.

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.
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]

Portfolio Websites
Each spring, Graphic Design track faculty review student work to assess student growth and strengthen our curriculum. Scholarships are awarded in recognition of exceptional work and/or effort. All Sophomores and Juniors are automatically considered based on work completed during the academic year. As a requirement for completing this course, you will upload final deliverables for each project to both Canvas (for grading) and to your Adobe Portfolio site.

Please include all final work from your ADES classes and nothing else. If you’d like to include more work as you begin applying for internships/jobs, we encourage you to create a separate portfolio website.

Design Competitions
Entering your work into competitions is 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.).

Syllabus Change Policy
It’s not unusual for assignments and schedules to be modified 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 any changes to the syllabus, assignments, or schedule via Canvas.

Course Evaluation
Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability 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 made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.
UNT Policies

Acceptable Student Behavior
Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn 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 and 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 classroom, labs, discussion groups, field trips, etc. Visit UNT’s Code of Student Conduct (https://policy.unt.edu/policy/07-012) to learn more.

Academic Integrity Policy
According to UNT Policy 06.003 Student Academic Integrity (https://policy.unt.edu/policy/06-003), academic misconduct means the intentional or unintentional action by a student to engage in behavior in the academic setting including, but not limited to: cheating, fabrication, facilitating academic misconduct, forgery, plagiarism, and sabotage.

Art/design plagiarism is the act of reproducing the work of another artist/designer and claiming it as your original work of art. This includes the use of Artificial Intelligence generated imagery and text. There are many legitimate reasons (conceptual, academic, practical, just for fun) for exploring AI imagery or text, but please discuss it with your instructor before using these technologies in your design projects.

A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. Students caught cheating or plagiarizing in the Communication Design program will receive a “0” for that assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalties.

ADA Policy
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Access website (https://studentaffairs.unt.edu/office-disability-access). You may also contact ODA by phone at (940) 565-4323.
UNT Policies [continued]

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 on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT’s Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim’s compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both 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 at (940) 565-2759.

Emergency Notification & 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.
Student Support Services & Policies
The support services and policies listed below can all be found at:
Student Support Services & Policies

Policies
- Prohibition of Discrimination, Harassment, and Retaliation
- Academic Integrity Policy
- ADA Policy
- Retention of Student Records
- Course Safety Procedures (for Laboratory Courses)

Student Expectations and Preferences
- Chosen Names
- Pronouns
- Acceptable Student Behavior
- Use of Student Work
- Transmission and Recording of Student Images in Electronically-Delivered Courses
- Class Recordings and Student Likenesses
- Important Notice for F-1 Students Taking Distance Education Courses
- Student Verification

Student Wellness and Academic Resources
- Survivor Advocacy
- Mental Health
- Additional Student Support Services
- Academic Support Services
- Technical Assistance

Communication
- Access to Information - Eagle Connect
- Emergency Notification and Procedures
- Student Evaluation Administration Dates

Additional Student & Academic Support Services
- Registrar (https://registrar.unt.edu/registration/)
- Financial Aid (https://financialaid.unt.edu/)
- Student Legal Services (https://studentaffairs.unt.edu/student-legal-services)
- Career Center (https://studentaffairs.unt.edu/career-center)
- Counseling and Testing Services (https://studentaffairs.unt.edu/counseling-and-testing-services)
- Center for Belonging and Engagement (https://studentaffairs.unt.edu/center-belonging-and-engagement)
- UNT Food Pantry (https://studentaffairs.unt.edu/food-pantry)
- Academic Success Center (https://success.unt.edu/asc)
- UNT Libraries (https://library.unt.edu/)