

01/07

Erica Holeman (she/her)
erica.holeman@unt.edu
Office ART345B

Office Hours:
Wednesdays 9:30–10:30am
Thursdays 11am–1:00pm

University of North Texas
Spring 2026

REQUIRED MATERIALS

Making and Breaking the Grid
(2nd edition) by Timothy Samara

Inside Paragraphs (2nd edition),
by Cyrus Highsmith

Thinking With Type by Ellen Lupton

Sketching supplies

Roll of high-quality printer paper

Chipboard (by week 6)

Spray mount or rubber cement

Adobe Creative Cloud account

MacBook Pro (or similar PC)
w/ Internet Access

UNT Email, OneDrive,
Microsoft Word & Canvas

RECOMMENDED

Tracing paper

Flash drive or external hard
drive for backing up work

ADES 2510.502 TYPOGRAPHY TWO

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

**MONDAYS &
WEDNESDAYS
3:00–5:50PM
ART 367**

CREDITS & PREREQUISITES ADES 2510 is a 3 credit course. Prerequisite(s): ADES 1510, ADES 1540, ADES 2515. Must have successfully passed Mid-Point Portfolio Review. Co-requisite(s): ADES 2520.

ABOUT THIS COURSE

The semester begins with lectures, in-class exercises, and readings before moving to critique and studio-based classes. We will use a variety of critique methods.

Our class meets in-person. Classes often require participation in discussions and demonstrations. Work created during any demos/exercises should be saved and submitted as part of the corresponding project’s process for grading.

The course requires substantial work outside of class to progress and effectively use class time. Come prepared each class with work complete and ready for feedback.

RISK FACTOR: 2

Students are exposed to some significant hazards but are not likely to suffer serious bodily injury.

In this class those risks are related to x-acto knife usage, adhesives and fumes and repetitive stress injuries related to extended computer use.

LEARNING OBJECTIVES

- Demonstrate proficiency choosing context-appropriate typefaces.
- Demonstrate expertise creating effective typographic hierarchy.
- Learn how type selection and color (as it applies to visual effect), in combination with design elements, direct communication in a layout.
- Employ design principles across compositions & typographic systems.
- Successfully employ grid systems within a variety of contexts.
- Analyze compositions and grids within precedents, and articulate their effects.
- Develop advanced InDesign skills, including creating print-ready files and organized style sheets.

ASSESSMENT Your final grade is based on three weighted assignments and one quiz. Final grades are rounded to the nearest 10th of a point. There is one extra credit opportunity this semester as well. Rubrics and specifications are provided for each assignment, but they primarily assess:

- Intentional, thoughtful and extensive explorations within a project’s process
- Depth and breadth of concepts
- Balance of concept and aesthetic; designs are original, avoiding obvious tropes or cliché
- Ability to refine a project and work iteratively
- Demonstrations of technical effort
- Demonstrations of personal growth in terms of concept, craft, and technical skills
- Active, curious engagement in discussions, with respect and curiosity shown for peer work
- Professionalism: meet all deadlines and format requirements, and avoid spelling mistakes

A+ 97%+	EXCELLENT WORK! <i>Surpasses goals of the assignment/course.</i>
A 90%–96.9%	GREAT WORK! <i>Meets goals of the assignment/course.</i>
B 80%–89.9%	ABOVE AVERAGE WORK. <i>Few opportunities for improvement.</i>
C 70%–79%	GOOD WORK. <i>Clear effort, achieved all outlined goals.</i>
D 60%–69%	BELOW AVERAGE WORK. <i>Undeveloped ideas and/or execution.</i>
F 0%–59.9%	UNACCEPTABLE WORK. <i>I know you can do better!</i>

COURSE POLICIES

Familiarize yourself with the University's attendance policy and be aware of your responsibilities should you require an excused absence. Under UNT policy 06.039, an absence may be excused for:

a religious holy day, and travel for that purpose;

active military service, and travel for that purpose;

participation in an official university function;

illness or other extenuating circumstances;

pregnancy and parenting under Title IX; and

when the University is officially closed.

ATTENDANCE Research shows students who attend class are more likely to be successful. Full attendance when possible is always the best way to hone your craft and retain information.

Three unexcused absences are allowed, no explanation needed. You may miss points for in-class activities as a result, and these generally cannot be made up. Four unexcused absences lower your course grade by one letter grade (10%). Six absences, excused or unexcused, may result in course failure.

Arriving five minutes late at the start of class, after a break, or leaving class prior to dismissal all count as being tardy. Four tardies equal an absence. Arriving more than 30 minutes late is considered an absence.

IF ABSENT Check Canvas and do your best to prepare for the next class. Out of respect for your peers, I will not use class time to repeat missed lectures or assignments. However, I'm happy offer support during office hours.

Missing class happens. Come to the next class you are able to attend and we will look at whatever work you have and come up with a plan for catching up.

If feedback for a missed class is requested via email, please note that critique will not be as thorough as in-person feedback. The best critiques are conversations, not instructions.

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.

To excuse an absence meeting the University's attendance policy, documentation such as a doctor's note on official stationery with a telephone number must be presented at/before the next class.

If a serious medical or personal crisis impacts your attendance, please inform me as soon as possible so we can make a plan to keep your learning on track.

COMMUNICATION Any changes in plans or homework will be sent via Canvas. Notifications about internships or competitions, especially between semesters, are sent via email. It is *vital* that you regularly monitor UNT email, or forward it to an alternative account.

All specific course timelines/deadlines are on Canvas. Your instructor reserves the right to make adjustments to the course schedule as needed.

Students may use either Canvas or their UNT email to contact the professor with questions or concerns. My response time to email is typically less than 24 hours, but varies on weekends. Emails sent immediately before class may not be answered, especially if requesting feedback on work due that day.

WORK SUBMISSION In this course, all final projects are due as both physical and digital submissions. Save and scan all your process for each project. You will turn in a PDF of process with each project.

The cutoff for final file submission is the start of class exactly. *No late projects will be accepted or graded without a written agreement from the instructor.* Agreements will be made only in extraordinary and/or excusable circumstances. Strive to reach deadlines rather than perfection.

RETENTION OF STUDENT WORK

The Design Department has the right to retain any and all student work for accreditation reviews for a period of up to 2 years. It is the student's responsibility to document any physical work for personal purposes beforehand.

RIGHT TO OPT-OUT Occasionally your instructor may take photos of in-class activities, including images of students and their work. These are only used to document the instructor's record of teaching. Additionally, your work may be used for promoting our program in print or on social media. It is your right to opt-out of this use of your image and/or work. You may do so through the course agreement on Canvas.

COURSE & PROGRAM POLICIES

COMPUTER ETIQUETTE Computers crash, drives become corrupt—more than once you may lose your work. Unfortunately this can occur more often as computers age and become overloaded with classwork. Crashes, loss of data, theft of machine, etc. are **not acceptable** reasons for turning work in late. Develop good backup habits!

- Save often. Train your hand to rest on Command+S!
- Save incrementally (aka versioning). For instance, save your files as: myProject_Vo1, myProject_Vo2, etc. If a file corrupts or vanishes, the previously saved file minimizes your loss. This is vital for documenting process as well.
- Back up files in more than one place. Besides your hard drive, also save onto Google Drive, Dropbox, Box or another Cloud based service. This includes your raw data, research, images, text, etc.

ENGAGEMENT Your perspective, voice and opinion are important and valued. Respect one another, and be prepared to help your classmates regularly. We can all learn from each other; listen well and speak up often!

- Resist the urge to text or check social media during class. It's distracting to your professor and peers, and can cause us to miss vital lessons. It is ultimately your decision to be diligent or not—so use technology wisely.
- Office hours are your chance for clarification or support! Come visit me! If you can't meet in-person or prefer to meet virtually, let me know and we'll work something out.
- While discourse and differing opinions are encouraged, personal attacks are unacceptable. If you ever feel our classroom is unsafe or unwelcoming, please let me know.

COMPETITIONS Having design work accepted into juried student competitions builds credibility. We encourage students to enter work in at least two (2) student competitions per academic year.

Work with your instructors to determine the most appropriate shows to enter. Include winning accomplishments on your résumé, feature this recognized work in your portfolio, and let your instructors know about your successes. We love to hear about them!

CLASSWORK ARCHIVES Maintain an archive of classwork through Adobe Portfolio to self-assess progress while gaining familiarity with portfolio website services. Students are required to provide a link to this archive when applying for Communication Design scholarships each spring.

Create an Adobe Portfolio site and make a page for each project. Include assignment name, course title, professor's name, a brief explanation of the project in your own words, and the final design deliverables. Share final work from ADES 1540 and all subsequent ADES classes. Please do not include any additional work. If you'd like to showcase other pieces as you apply for internships or jobs, we encourage you to create a separate portfolio website.

GENERAL TIPS

- Take notes during lectures, critiques, small group discussions, etc. It helps with recall; and what makes sense one moment can get fuzzy after a long day.
- Use spell-check in all software. Misspelled words in final projects drop your score!
- Attend class even if you were unable to complete your homework. This lets you earn participation points, and to learn from others' processes.
- If able, stand up and move around occasionally. Use that time to take a break from screens. Our eyes, wrists, and backs are worth it!
- Get enough sleep* and water. We need both in order to work efficiently and think more creatively.
- Do not speak disparagingly about one another—or yourself and your work! Practice constructive criticism and empathy, and watch that self-talk!
- Take advantage of the resources at UNT. It doesn't make you weak; it makes you smart! Visit the food pantry as often as you need and let go of any unnecessary guilt about it. Use the campus counseling service if it helps you.

**Yes, even if this means your work won't be "perfect". Perfect doesn't exist; if it did the world (and our classes) would be pretty boring.*

UNT POLICIES

If your work wouldn't exist if you hadn't seen a specific piece, it's likely plagiarism.

Sometimes this happens by accident. If you catch it in your own work, let me know and I can help you learn processes and ideation to mitigate it.

PLAGIARISM Plagiarism is a serious academic offense and may result in failure of an assignment, the class, or result in removal from the university. Students caught cheating or plagiarizing will receive a “0” for that particular assignment or exam. The student will first be notified in writing via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next level of action. If further action is warranted, the incident will be reported to the Dean of Students, who may impose an additional penalty.

The UNT catalog definition of “cheating” includes, but is not limited to: a) use of any unauthorized assistance in taking quizzes, tests, or exams; 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 the selling of 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 inconsequential changes, and adding one’s name to the result constitutes plagiarism. This includes presenting work generated by an AI system as your own without crediting that system.

This course expects ALL work submitted by students – process, drafts, brainstorming artifacts, final works – be generated by the students themselves, working individually or in groups as directed by class assignment instructions. ***Purchasing work from a company, hiring a person or company to complete an assignment or exam, and/or using generative artificial intelligence (GAI) tools (such as ChatGPT) all constitute plagiarism*** in this section of the course. Different classes at cvad and UNT may implement different AI policies. It’s your responsibility to understand and conform to expectations for each course.

UNT POLICIES

EMERGENCIES UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency. The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please update your phone numbers at www.my.unt.edu.

Some helpful emergency preparedness actions include: 1) know evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

SEXUAL HARASSMENT UNT is committed to providing an environment free of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. Violence and harassment based on sex and gender are Civil Rights offenses.

UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website offers on-campus and off-campus resources to support survivors: <http://deanofstudents.unt.edu/resources>.

UNT's Student Advocate can be reached through SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648.

You are not alone. We are here to help.

ACCESS & ACCOMMODATIONS

The University of North Texas makes reasonable academic accommodation 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 verified, the ODA will provide you with a letter to deliver 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 see the Office of Disability Accommodation website: www.unt.edu/oda or call 940-565-4323.

STUDENT RIGHTS & RESPONSIBILITIES

Each University of North Texas student is entitled to certain rights associated with higher education institutions. See www.unt.edu/csrr for further information.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term.

Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any course, please be advised that the decision to do so may affect your current and future financial aid eligibility.

Visit <http://financialaid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.