

UNIVERSITY OF NORTH TEXAS, FALL 2023

TYPOGRAPHY 1

Erica Holeman
erica.holeman@unt.edu
ART 345B

Office Hours:
Thursdays 1–3pm
& by appointment

Students will learn about typography as both conceptual and plastic form, with an introduction to basic hierarchical systems. This in-person 16-week course includes lectures, demonstrations, workshops, quizzes and critiques. Traditional and digital techniques are used throughout.

CREDITS & PREREQUISITES ADES 1510 is a 3 credit course. Students must be concurrently enrolled in ADES 2515 and must have successfully completed ADES 1540.

use typography

talk about typography

develop a strong typographic process

design with typography

study form through typography

LEARNING OBJECTIVES

- Demonstrate a mastery of typography through appropriate type selection, word spacing, alignment, line length, type rendering, visual hierarchy, typographic manipulation, communication with type, typographic awareness.
- Define and apply critical theory of typography, such as terminology, typographic measurement systems, parts of characters, type identification and classifications.
- Demonstrate a mastery of the design process: concept, thumbnails, pencil roughs or sketches, tight pencil comprehensives (comps), and computer generated comprehensives.
- Demonstrate a mastery of the elements and principles of design: composition, balance, contrast, repetition, movement, dominance, tension.
- Demonstrate a mastery of the principles of Gestalt: figure/ground (form/counterform), unity, repetition, similarity, closure, continuity, proximity.

STRUCTURE

Students will work on three design projects along with assigned readings. A detailed schedule is provided with each project through Canvas. Your instructor reserves the right to adjust the schedule as needed.

This course requires substantial work outside of class to progress. Come prepared each class with work complete and ready for feedback. Incomplete or late homework may disclude student from receiving critique.

COMMUNICATION

Course documents from your instructor and final project submissions from students will be uploaded through Canvas. Announcements are sent via Canvas and/or email. Faculty are not able to communicate to students' personal email accounts, so monitor your UNT email account regularly or forward it to your preferred account.

Connect with me through email, Canvas, or by attending office hours. If you contact me and do not receive a response within two business days, please send a follow-up email. A gentle nudge is always appreciated. Virtual office hours are available by request.

ASSESSMENT

Your final grade is based on the average of scores accumulated throughout the semester. Final grades are rounded to the nearest 10th of a point. Rubrics and specifications are provided with each assignment, but assessment is usually based on:

Participation Respect classmates by listening and participating, especially in critiques. Be able to explain your decisions and process, and articulate reactions to others' work. Your opinion is valuable! *Points are docked* for sleeping, disrespectful comments, or other disruptive behavior in class. Inappropriate behavior in the classroom shall result in, minimally, a request to leave class.

Professionalism Meet all specifications, including size, format, etc. as outlined for each assignment. Closely follow instructions! Keep files organized, and clearly label uploads. Avoid typos at all costs!

Process Apply research and push yourself to a unique, concept-driven approach. Refine work throughout a project's progression. Use demos/feedback to revise projects as needed. Include thorough process documentation as requested. Work iteratively and keep everything!

Design Balance concept with equally compelling visuals. Visual decisions should all address the problem posed in the assignment prompt. Strong designs are original, avoiding tropes or cliché. For full marks, designs need to push boundaries of modern design and make even your professor jealous.

ASSESSMENT SCALE

- A 90%+ Excellent work!**
Surpasses goals of the assignment/course.

- B 80%–89.9% Great work.**
Few opportunities for improvement.

- C 70%–79% Good work.**
Clear effort, achieved all outlined goals.

- D 60%–69% Below average work.**
Undeveloped ideas and/or execution.

- F 0%–59.9% Unacceptable work.**
I know you can do better!

PROJECT SUBMISSIONS Submit all final work online and as physical prints. The cutoff for final project submissions is by the start of class exactly. Process sketches and drafts will also be turned in at the end of each project, so scan your work as you go.

No late projects will be accepted for grading without a prior written agreement from the instructor. Agreements are made only in extraordinary circumstances.

Strive for reaching deadlines rather than reaching perfection. All students are responsible for turning in work on time regardless of attendance.

UNT GRADE POLICY

For all students seeking a major in the College of Visual Arts and Design, a grade of C or above must be earned in every art-based course required in the College of Visual Arts and Design—completed in residence or transferred to UNT—to be considered for credit toward a cVAD degree. A grade of D or below will not satisfy any art-based course requirements, electives or prerequisites.

EQUITY AND INCLUSION

The Communication Design faculty is committed to pedagogy that allows students to explore, share, and discuss their interests, concerns, and realities. Success is achieved by when students are free to identify social, cultural, or political themes personal to them, their families, and social groups.

I am personally committed to including histories and precedents representative of diverse backgrounds and underrepresented communities.

Please work with me to create a classroom culture of open communication, mutual respect, and inclusion. Together, we can ensure a safe and welcoming classroom for all. If you ever feel this is not the case, please stop by my office and let me know.

ATTENDANCE

Arriving more than ten minutes late at the beginning of class or after a break, leaving class for long periods, or leaving prior to dismissal all count as being tardy. Arriving more than 30 minutes late is considered an absence.

You are allowed three free tardies and three unexcused absences. Every four tardies equal one unexcused absence. Four unexcused absences lowers your final grade by 10%. Six absences, excused or unexcused, may result in a failing grade.

University excused absences include active military service, a religious holy day, or an official university function as stated in the Student Attendance and Authorized Absences Policy.

IN CASE OF AN ABSENCE

- Provide justification for all absences by the next class in order to have it excused.
- Do your best to prepare for the next class. The instructor will not use class time to repeat missed lectures or assignments. Check the detailed agenda on Canvas, contact a fellow class member, or meet me during office hours.
- Do not contact the main office to leave the instructor a note or to drop off work. Communicate directly with me.

COURSE SPECIFIC GUIDELINES

Your perspective, voice and opinion are important and valued. We can all learn from each other, so listen well and speak up often! It will help everyone if you will:

- Silence your phone. Set it to vibrate if expecting urgent news, and leave quietly to take the call; don't answer it in class.
- Resist the urge to text, check social media, or work on homework for other classes. It is too easy to become distracted and miss vital lessons.
- Get on good terms with each program's spell-check feature. Misspelled words in final projects drop your score 5%!
- Save and scan all your process for each project. You will turn in a binder of your process for the Sophomore Review.
- Attend class even if you were unable to complete your homework. It is still beneficial to hear discussions and provide your perspective of peer work in order to avoid the loss of any participation points.
- Be considerate of others. Your classmates and instructor are humans, with flaws and anxieties but also with unique backgrounds and experiences that are vital to a healthy class ecosystem! This includes respecting peers' decisions to wear or not wear a mask while in the classroom.

DIGITAL HYGIENE

Computers crash, drives become corrupt—more than once you may lose your work. This can be avoided with good backup habits! Crashes, loss of data, theft of machine, etc. are **not acceptable** reasons for turning work in late.

- 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 OneDrive, Dropbox, or another Cloud based service. This includes your raw data, research, images, text, etc.
- Phones/tablets may be used to view materials, but not for video office hours, as quality and screen-sharing capabilities are limited.
- This course focuses on concept, craft, and critical thinking—not on teaching software. I will run demos often, but students should make themselves comfortable with Adobe InDesign and Illustrator. Free tutorials are available with a UNT login to LinkedIn Learning.

RETENTION/REPRODUCTION OF STUDENT WORK AND PUBLICITY

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

In some cases, exceptional projects may be requested for use in annual year-end student shows in UNT galleries.

In this course, students are asked to sign a work and photography release. This release allows for use of images from the classroom for the instructor's teaching portfolio and may be used on the department's social media accounts. All students are allowed to forgo the release; simply tell your professor you prefer to opt out.

STUDENT RIGHTS AND

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.

ACCESS & ACCOMMODATIONS

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 Accommodation (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.

TL;DR

- We might post your work and pictures of you, unless you tell me not to.
- You have rights! Be informed and learn what those are.
- I want to help you. But I'll need your help to know how best to support you.

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 that 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 AI tools (such as ChatGPT) all constitute plagiarism in this section of the course.

SEXUAL HARASSMENT

UNT is committed to providing an environment free of all 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 a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources_o. UNT’s Student Advocate can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students’ office at 940-565-2648. You are not alone. We are here to help.

EMERGENCIES

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills or violence). 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.

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 other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please 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.

HIGHLIGHTS

- Know where to go in case of an emergency.
- Our evacuation site is the parking lot across Mulberry (by the church).
- Our severe weather shelters are room 362G and 362F (the photo labs just off the atrium).
- Most financial aid comes with GPA requirements; stay up to date with your own financial aid rules.

SUPPLY LIST

o8/11

The list of required materials for this course is extensive, but these supplies will prove useful for years to come.

DIGITAL REQUIREMENTS

This course requires computer access with web browser software, Adobe Creative Cloud (cc) and an internet connection.

Adobe cc is the industry standard for software. For a discounted student subscription, visit UNT's on The Hub website. Software packages available also include Microsoft Office.

Students also need access to a scanner. There are many available in the computer labs, resource room, and the UNT library.

REQUIRED TEXTS

Thinking with Type, 2nd Edition
by Ellen Lupton

Lettering & Type
by Bruce Willen & Nolen Strals

TOOLS

10" adjustable triangle

Art pencils: HB, 2H, 4H, 6H, etc.; sharpener

Pilot Parallel Pen, 6.0 mm + black ink

Mechanical pencils or lead holder

Erasers

Magic Rub, kneaded, and Pink Pearl

X-acto knife and number 11 blades

ADHESIVES

Magnets for hanging work in class
preferably clear map magnets

Masking tape

spray mount or rubber cement
you must use spray mount at home and NOT on campus.

SUBSTRATES

Bienfang 100-sheet parchment pad, 9"×12"

Bienfang 50-sheet graphics 360 pad, 9"×12"

Foamcore as needed

PLOTTER PAPER (choose 1)

Red River Paper:
47lb. Premium Matte
24 x 98 roll,
3 inch core
\$39.90

Clampitt Paper:
TruColor Matte
24 in x 100 ft roll,
3 Inch Core
\$24.50

OPTIONAL MATERIALS

Self-healing cutting mat, 9"×12"
Do NOT cut on our tables or any unprotected surface in the art building

Dusting brush

Several small triangles (4"–6")

Backup drive and/or USB storage

SCHEDULE AT-A-GLANCE

09/11

IMPORTANT DATES

Sept 04 No Class (Labor Day)
 Nov 10 Last day to withdraw with a "W"
 Nov 20–26 ... No Class (Thanksgiving Break)
 Dec 06 Last day of regular class

| WEIGHT | OVERVIEW | WEEK | | | | | | | | | | | | | | | |
|--------|---|----------------|---|--------|---|----------------|---|--------|---|---|----|----------------|-------------|--------|----|----|-------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 20% | P1: MONOGRAMS Design two typographic monograms and supporting collateral based on a classmate's initials. | IDEATE & DRAFT | | REFINE | | PROJECT DUE | | | | | | | | | | | |
| 25% | P2: TYPE KITCHEN Analyze and mix attributes of two assigned typefaces to make two unique new typefaces. | | | | | IDEATE & DRAFT | | REFINE | | | | | PROJECT DUE | | | | |
| 45% | P3: TYPE POSTER Create a compelling poster that visualizes a song title using only typography. Work with multiple levels of information/text. | | | | | | | | | | | IDEATE & DRAFT | | REFINE | | | PROJECT DUE |
| 10% | QUIZZES In-class quizzes ensure comprehension & retention of lectures and assigned readings. Guides are provided via Canvas. | | | | | | | QUIZ 1 | | | | | QUIZ 2 | | | | QUIZ 3 |