Type 2 teaches students about typography, hierarchy and systems. Building on the skills learned in Type 1, students engage in-depth with: grids, hierarchical relationships, formal typographic variables, and their effect on typographic systems.

This semester our “classroom” location is a combination of Canvas and Microsoft Teams.

**REQUIRED MATERIALS**
Adobe Creative Cloud
Reliable internet connection
Microsoft Teams access
Sketching supplies (paper, pencils, erasers, ruler, triangle and tracing paper recommended)
*Making and Breaking the Grid (Second Edition)* by Timothy Samara
*Thinking With Type* by Ellen Lupton

**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. Corequisite(s): ADES 2520.
LEARNING OBJECTIVES

• Define and demonstrate a mastery of type, parts of the characters, appropriate type selection, typographic measurement systems, leading, posture, weight, size, kerning, word spacing, alignment, line length, type rendering, visual hierarchy, typographic manipulation, communication with type, type identification, type classification, typographic systems and typographic awareness.

• Demonstrate a mastery choosing and combining typefaces.

• Demonstrate a mastery creating effective typographic hierarchy.

• Learn how type selection and color (as it applies to visual effect set), in combination with design elements, direct communication in a layout.

• 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 This class will be extremely demanding in mental focus and commitment involving many hours of homework. You may expect that 80–90% of class time will be spent in critique and discussion of work completed outside of class. The remaining 10–20% will be spent on in-class work, lectures and demonstrations.

All course documents and project requirements will be available on Canvas, including deadlines, assignment clarifications, and other information. Because Canvas will be used for sending emails to our class, each student is required check their UNT email, or forward their emails to another account.

The majority of our class meetings will be small group critiques. With each project launch we will also have a lecture to cover new concepts. In addition to the design projects, some asynchronous demos and design sprints will be required in order to ensure new techniques are fully understood.

DIGITAL SUBMISSIONS All deliverables will be submitted online. Final projects for grading should be submitted to Canvas, while process will be shared via Microsoft Teams. The cutoff for final project submissions is by the start of class exactly.

No late projects will be accepted for grading without a written agreement from the instructor. Agreements will be 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.

CONNECTIVITY Students are required to have computer access, Web browser software, and a high-speed Internet connection for this course. Ethernet (also called hard-wired) connectivity is preferred for a more stable connection than Wi-Fi. Requirements include microphone and camera access for audio and video capabilities (standard on most computers). Canvas (UNT) and Microsoft Teams (link to be provided) navigation will be required. Phones and tablets may be used as supplementary devices, but not for primary video conferences or screen-sharing.

SOFTWARE Adobe Creative Cloud is the industry standard for software, and is required for this course. To purchase a discounted student subscription, visit UNT’s on The Hub website. There are many software packages available for students, faculty, and staff, including Microsoft Office and Adobe Creative Cloud.

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 on LinkedIn Learning.
COURSE EXPECTATIONS

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!

ASSESSMENT The maximum number of points a student can earn for design and concept is 100%.
Specific grading rubrics are provided through Canvas along with each assignment. It is recommended
that students review the rubric while working on and before submitting each assignment. Generally
speaking, students are assessed based on:

Participation: Respect classmates by listening and participating, especially in critiques. Your opinion
is valuable! Points are docked for sleeping, texting, working on other class work, or using social media in
class. Strive to be respectful, engaged, and positive.

Professionalism: Everything turned in represents you, so make it good and do your best. Craft should
be immaculate! Don’t be late to critiques. Meet all specifications, including size, format, etc. as
outlined for each assignment/project. Upload digital submissions for final pieces on time and in the correct
format. Closely follow instructions; triple-check those project specs!

Substance: Refine your work throughout a project’s progression. Use demos/feedback, and revise projects
as needed. Include thorough process documentation in final submissions. Keep everything! Strive to improve
throughout a project, demonstrating curiosity and initiative. Create work that is both visually appealing
and thoughtful/compelling conceptually.

ATTENDANCE Attendance is mandatory. You are considered tardy if you arrive after roll is taken
at the beginning of class. Students are allowed one free tardy. After that, every three tardies equals one
unexcused absence. If late, it is your responsibility during that class period to ensure the instructor
knows you are present. You are counted absent if you arrive more than 30 minutes late.

Three unexcused absences results in lowering your final grade by one letter. Four lowers your final grade
by two letters. Six absences, excused or unexcused, will result in a failing grade. It is your responsibility
to provide justification for all absences. Absences are excused for verifiable death in the immediate
family or with a doctor’s note on official stationary with a telephone number. The doctor’s note must be
presented at the next class.

If absent, contact a class member to get any information or assignments given in class. Do your
best to prepare for the next class. Your instructor will not use class time to repeat missed lectures or
assignments. Do not call the main office to leave the instructor a note that you are missing class. Instead
contact your professor via email.

Student behavior that interferes with an instructor’s ability to conduct class or other
students’ opportunity to learn is not tolerated in any instructional forum at UNT. Inappropriate
behavior in the classroom may result in a request to leave class, which will be counted as an unexcused
absence. 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. View the Code of Student Conduct at: deanofstudents.unt.edu/conduct.

EXPECTATIONS You are expected to bring work to class each day. We only meet two days a week so it’s imperative for your
success to get regular feedback. I also understand it’s difficult to juggle classes and work and on occasion
those worlds collide. Failing to meet process deadlines will impact that project’s Professionalism
grade.

Students who continuously arrive without work, three or more sessions over the course of the semester,
will have their final grade dropped by one letter.

No late projects will be accepted for grading. All students are responsible for turning in work on time
regardless of attendance.
COURSE SPECIFIC GUIDELINES  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, so listen well and speak up often!

It will help us all if you resist the urge to text, check social media, or work on outside course work during class. With an online course it is easier than ever to become distracted and miss vital lessons. It is ultimately your decision to be diligent or not—so use technology wisely.

Get on good terms with each program’s spell-check feature. Misspelled words in final projects drop your score half a letter grade!

DIGITAL ETIQUETTE  You are responsible for bringing and maintaining your own computer. Computers crash, drives become corrupt—more than once you may lose your work. Crashes, loss of data, theft of machine, etc. are not acceptable reasons for missing deadlines. Develop good backup and maintenance habits!!

- Save often. Train your hand to rest on Command+S!
- Save incrementally (aka versioning). For instance, save your files as: myProject_V01, myProject_V02, 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.

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) and CIDA (Council for Interior Design Accreditation) accreditation reviews for a period of up to 2 years. It is the student’s responsibility to document their work for personal purposes. Students will be allowed to photograph their work prior to retention. When accreditation reviews are completed, students may retrieve their original work. It is the student’s responsibility to retrieve their work in a timely manner. Two months after the completion of the accreditation review(s) any remaining work will be destroyed.
**UNT POLICIES & RESOURCES**

The following policies and resources are listed as an addendum to the ADES 2510.502 syllabus, which can be read in full on the course Canvas page.

**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.

**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.

For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them at 940-565-4323.

**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, res, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at http://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.

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*How to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn about campus resources and how you can achieve success, go to success.unt.edu.*
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. According to the UNT catalog, the term "cheating" includes, but is not limited to: a) use of any unauthorized assistance in taking quizzes, tests, or examinations; 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.

SEXUAL HARASSMENT  UNT is committed to providing an environment free of all forms 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 a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources_.0.

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.

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.
This course consists of 4 individual design projects.

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<td><strong>P1: THE RÉSUMÉ</strong></td>
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<td>Use a grid system and establish a clear visual hierarchy. Balance this with evocative typeface choices and treatments to reflect your personality.</td>
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<td>Select and research a UNT performance. Represent the title and layout of information in a conceptual and grid-based poster.</td>
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<td>Select and research a visual artist from the provided resources. Lay out their work and interview in a series of magazine spreads.</td>
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<td>Research an assigned topic, then explain and express its core messaging in a mini-publication.</td>
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This schedule is subject to change. Check Canvas for updates.