
REQUIRED MATERIALS

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

Thinking With Type by Ellen Lupton

Adobe Creative Cloud account

Sketching supplies

Tracing paper

Roll of high-quality printer paper

Black mat board

Spray mount or rubber cement

MacBook Pro (or similar PC)
w/ Internet Access

UNT Email, OneDrive & Canvas

RECOMMENDED

Flash drive or external hard
drive for backing up work

ADES 2510.502 TYPOGRAPHY TWO

**MONDAYS &
WEDNESDAYS
3:00–5:50PM**

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.

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.

ABOUT THIS COURSE

02/07

In this course, projects begin 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.

LEARNING OBJECTIVES

- Demonstrate a mastery of choosing and combining typefaces.
- Demonstrate a mastery in 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.
- 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.
- Develop advanced InDesign skills, including creating print-ready files and organized style sheets.

ASSESSMENT Your final grade is based on three weighted assignments. Final grades are rounded to the nearest 10th of a point. There are no extra credit projects/points. Rubrics and specifications are to be provided for each assignment, but assessment is primarily based on:

- Intentional, thoughtful and extensive explorations within a project's process
- Depth and breadth of concepts
- Balance of concept with equally compelling visuals; designs are original, avoiding tropes or cliché
- Ability to refine a project and work iteratively
- 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 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!

COURSE POLICIES

03/07

ATTENDANCE Research shows that 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. 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.

Three absences are allowed for illness or personal reasons; no explanation needed. However, 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 failure of the course.

Absences are excused for: illness, death in the immediate family, active military service, observance of a religious holy day, or an official university function as stated in the UNT Student Attendance and Authorized Absences Policy. Documentation such as a doctor's note on official stationary with a telephone number must be presented at the next class.

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

If absent, check Canvas to find the information/ assignments missed. 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 to fill in any gaps during my office hours.

COMMUNICATION Any changes in plans or homework will be sent via Canvas and/or email. It is not possible for faculty to communicate to students via personal email accounts; you must regularly monitor UNT email, or forward it to an alternative account.

All specific timelines/deadlines for projects are provided 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 may vary on weekends. Emails sent immediately before class may not be answered, especially if requesting feedback on work due that day.

PROGRAM REQUIREMENTS Each spring, Graphic Design track faculty review student work in an effort 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** work assigned/created in 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.

WORK SUBMISSION

All final projects will be due as both physical and digital submissions. The cutoff for final file submission is 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.

TIPS FOR SUCCESS

04/07

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.

COMPETITIONS Having design work accepted into juried student competitions helps build credibility as a young designer. We encourage students to enter work in at least two (2) student competitions per academic year. Work with subject matter 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!

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, so listen well and speak up often!

- Resist the urge to text or check social media during class. This can be distracting to you professor and peers, and distractions can cause us to miss vital lessons. It is ultimately your decision to be diligent or not—so use technology wisely.
- Office hours offer you an opportunity to ask for clarification or find support with class material. Come visit me! If you can't meet at my preset office hours, or prefer to meet virtually, let me know and we'll work something out.
- 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. If you ever feel like this is not the case, please stop by my office and let me know. We are all learning together.

SELF CARE Below are my personal recommendations for student well-being.

- In our field it's easy to lose track of the time we sit and work, leading to high numbers of back and wrist problems. If possible, stand up and move around occasionally. And use this as a chance to take a break from screens. Our eyes, wrists, and back are worth it!
- Get enough sleep* and water. We need both in order to work efficiently and think more creatively.
- I do not allow students to speak disparagingly about one another. It's unproductive and unseemly. This also applies to how you talk about yourself and your work, so practice constructive criticism and empathy, and watch that self-talk!
- Take advantage of the resources you have at your disposal while 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.

How to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn about more campus resources, go to success.unt.edu.

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.

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 implying that work is one’s own constitutes plagiarism. This includes the use of Artificial Intelligence generated imagery and text. There are many legitimate reasons (conceptual, academic,

practical, just for fun) for exploring these technologies, but please **discuss it with your instructor before using AI imagery or text** in your design projects.

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.

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 a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: <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.

UNT POLICIES, ETC.

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 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.

RETENTION/REPRODUCTION OF STUDENT WORK 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 any physical work for personal purposes beforehand. 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.

RIGHT TO OPT-OUT Occasionally your instructor may take photos of in-class activities, including images of students and their work. These images will only be used as a document the instructor's record of teaching. Additionally, your design 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.

RISK FACTOR: 2
In level 2 courses, 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.

TENTATIVE SCHEDULE AT-A-GLANCE

This class consists of 3 individual projects concurrent to assigned readings and in-class exercises, followed by a semester recap quiz.

This schedule is tentative and subject to change. Check Canvas for updates.

WEIGHT	OVERVIEW	WEEK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
30%	P1: PERSONAL BRANDING Use a variety of grid systems and follow parameters to build a series of résumés and other professional collateral.		CONTENT	INITIAL ITERATIONS		REVISE & REFINE	P1 DUE 2/12											
30%	P2: EVOCATIVE EDITORIAL Select and research a collection of art. Curate imagery and text to create a multi-spread publication that captures the tone of the featured work.						SKETCH/ DEVELOP		DIGITIZE, REVISE & REFINE		<i>spring break march 11-15</i>		P2 DUE 3/20					
35%	P3: MAKING MEANING Convey a large amount of information in a compelling, scannable format. Combine typography and image making.										<i>spring break march 11-15</i>	CONTENT	SKETCH/ DEVELOP		DIGITIZE, REVISE & REFINE			NO CLASS (FINALS) P3 DUE 5/08
5%	QUIZ: TYPESETTING + TERMS One final quiz to recap the new terms, techniques, and “type crimes” from the semester.																	QUIZ