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.

Prerequisite(s): ADES 1510, ADES 1540, ADES 2515. Must have successfully passed Mid-Point Portfolio Review. Corequisite(s): ADES 2520.

**COURSE 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.

**COURSE 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.

**REQUIRED MATERIALS**

This course builds upon ADES 1510. Therefore, you will need the same drafting tools used in Type 1, along with additional funds for prints.

**REQUIRED TEXTS**

*Making & Breaking the Grid*  
by Timothy Samara

*Thinking with Type, 2nd Edition*  
by Ellen Lupton

*Type Matters!*  
by Jim Williams

Instructor reserves the right to make adjustments and changes to this course syllabus with or without notice.
ASSESSMENT The maximum number of points a student can earn for design and concept is 100%. Grading criteria may vary slightly for each project, but assessment is primarily based on three common categories.

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. Keep trims and adhesive use clean, and clearly label pieces with your name. 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 handouts!

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.

GRADING SCALE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90%+</td>
<td>Excellent! Surpasses goals of assignment/course.</td>
</tr>
<tr>
<td>B</td>
<td>80%–89.9%</td>
<td>Great work, with a few opportunities for improvement.</td>
</tr>
<tr>
<td>C</td>
<td>70%–79%</td>
<td>Clear effort, achieved base outlined goals.</td>
</tr>
<tr>
<td>D</td>
<td>60%–69%</td>
<td>Below average. Undeveloped ideas and/or execution.</td>
</tr>
<tr>
<td>F</td>
<td>0%–59.9%</td>
<td>Poor effort. I know you can do better!</td>
</tr>
</tbody>
</table>

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.

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. Especially if you’re making major changes.
- Save incrementally. For instance, save your file: myProject01, myProject02, myProject03, etc. This way, if a file becomes corrupt or mysteriously vanishes, you can minimize your loss.
- Back up files in more than one place. In addition to saving work files onto your hard drive, also save to Google Drive, OneDrive, or another Cloud based service. This includes raw data, research, scans, images, text, etc.

ASSIGNMENTS & WEIGHTS

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resumé Design</td>
<td>10%</td>
</tr>
<tr>
<td>Typographic Hierarchy</td>
<td>20%</td>
</tr>
<tr>
<td>Magazine Layout</td>
<td>30%</td>
</tr>
<tr>
<td>Multipage Zine</td>
<td>40%</td>
</tr>
</tbody>
</table>

No late projects will be accepted for grading. All students are responsible for turning in work on time regardless of attendance.
**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 result 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

**Support Systems** Diminished mental health, including significant stress, mood changes, excessive worry, or problems eating/sleeping can interfere with academic performance. If the source is strictly related to your course work, please speak with me. Problems with relationships, family worries, loss, or a personal struggle/crisis can also contribute to decreased academic performance. UNT provides mental health services to support students, regardless of the issue or its severity. Getting help is smart and courageous for yourself and for those who care about you. A directory of support systems is available through our class Canvas page. If you have questions about this or coursework, please let me know.

**Access and 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 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 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

If at any time you are feeling alone or in jeopardy of self-harm, reach out to:

- **National Suicide Hotline**
  800-273-8255

- **Denton County MHMR Crisis Line**
  800-762-0157

- **Denton County Friends of the Family Crisis Line**
  940-382-7273

- **UNT Mental Health Emergency Contacts**
  Monday-Friday, 8am-5pm: 940-565-2741
  After hours, text CONNECT to 741741, or live chat on suicidepreventionlifeline.org

Show up. Find Support.
Get advised. Be prepared.
Get involved. Stay focused.
For tips on campus resources and how to achieve success at UNT, visit success.unt.edu.
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 by phone at 940-565-4323.

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.

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.

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university’s policy in accordance with those mandates at the following link: essc.unt.edu/registrar/ferpa.html

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

INSTRUCTOR EVALUATIONS
Student feedback is important and is an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. 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.

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, fumes and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.
PLAGIARISM  Students caught cheating or plagiarizing will receive a “0” for that particular assignment or exam (or specify alternative sanction, such as course failure). Additionally, the incident will be reported to the Dean of Students, who may impose further 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  Sexual harassment means unwelcome sex-based verbal or physical conduct that unreasonably interferes with a student’s ability to participate in or benefit from educational programs or activities. For purposes of this policy, conduct is sufficiently severe, persistent or pervasive if it is frequent, or threatening, or humiliating nature unreasonably interferes with or limits the student’s ability to participate in or benefit from the University’s educational program or activity, including when the conduct reasonably can be considered to create an intimidating, hostile, abusive or offensive educational environment. Examples of conduct which might be considered harassment under this policy may be found at: https://policy.unt.edu/sites/default/files/16.005SexualHarassment_0.pdf Page 2, Section 4, items a,b,c,d,e,f, and g.

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment. Violence and harassment based on sex and gender are Civil Rights offenses.

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.

TITLE IX  Faculty are required to report disclosures of sexual assault, domestic violence, relationship violence, stalking, and/or gender-based harassment to the University’s Title IX Coordinator. I have a mandatory obligation to report disclosures of or suspected instances of child abuse or neglect.

The purpose of these reporting requirements is for the University to inform you of options, support and resources; you will not be forced to file a police report. Further, you are able to receive supports/resources, even if you elect to not request any action be taken. Please note that in certain situations, based on the nature of the disclosure, the University may need to take action.

In case of a fire alarm, proceed calmly to the nearest parking lot. In the event of a tornado siren, ART362, 354, and 350 are the nearest shelters to our class. Move to interior spaces without windows.
This schedule is VERY tentative and is subject to change. Check Canvas and project handouts for updated deadlines.
M 3/16   Critique revised plotter print layouts
homework Final revisions; reprint and upload files

W 3/18   Project 3 Due
homework Launch Project 4; Lecture: Illustration & Zines
           Select debate topic; visual & topical research

M 3/23   Peer review: research & moodboard
homework Thumbnails

W 3/25   Critique thumbnails; select best option
homework Tight pencil comps

M 3/30   Rotating reviews: tight pencil comps
homework Revise tight pencil comp

W 4/01   Critique revised tight pencil comp
homework Computer implementation (InDesign/Illustrator)

M 4/06   Peer review: computer implementation on screen
homework Revise and print in color on laser printer

W 4/13   Critique laser color print layouts
homework Revise

M 4/15   Rotating reviews: revised layouts on screen
homework Revise and print on plotter paper

W 4/20   Critique plotter print of layouts
homework Revise, reprint, and upload

M 4/22   Project 4 Due; last class!
homework Informal presentation of work

W 4/27   No Class [Reading Day]

M 5/04   Pick up your graded work. Time/location TBD
homework None! Have a great break!

GOOD READS
In addition to our required text, these books offer tons of typographic wisdom.

A Type Primer, John Kane
Explorations in Typography, Carolina de Bartolo
Notes on Book Design, Derek Birdsall
The Complete Manual of Typography, James Felici
The Elements of Typographic Style, Robert Bringhurst
The Visual History of Type, Paul McNeil

ONLINE INSPIRATION
designobserver.com
fontsinuse.com
itsnicethat.com
typewolf.com

PRINT PERIODICALS
Emigre (out of print)
Eye
Communication Arts