ADES 2513

TYPOGRAPHIC SYSTEMS

the syllabus ›› sixteen weeks of digital typographic greatness ››

COURSE DESCRIPTION

3 hours. This class will be an introduction to the basic concepts of typography with emphasis on type usage, basic terminology, tools, type as content, and typographic arrangement and hierarchy. It will also allow students to hone their critical thinking skills and examine how type works in print and digital environs.

COURSE OBJECTIVES

1. Define and demonstrate a mastery of type, type face, parts of the characters, appropriate type selection, leading, posture, weight, size, kerning, word spacing, alignment, line length, visual hierarchy, typographic manipulation, communication with type, type systems and digital type.
2. Demonstrate an understanding of the variables and limitations that must be accounted for when designing with type in digital environments.
3. Demonstrate a mastery of the elements and principles of design: composition, balance, contrast, repetition, movement, dominance, tension.
4. Demonstrate a mastery of the principles of Gestalt: figure/ground (form/counterform), unity, repetition, similarity, closure, continuity, proximity

REQUIRED BOOKS

Type on Screen: A Critical Guide, 2nd Edition, Ellen Lupton
(Princeton Architectural Press, 2014)
Making and Breaking the Grid, 2nd Edition, timothy Samara
(Rockport, 2017)

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 in in-class work, lecture and demonstration.

GRADING

Maximum number of points a student can earn for design and concept is a total of 100%.
You will be graded on the following criteria:
Design: presentation :: technical proficiency :: design/ideation
Performance: attitude :: deadlines :: participation :: engagement :: proactivity/curiosity
Professionalism: presentation :: follows instructions :: critique :: class interaction

GRADE PERCENTAGES

assignment 1: Type Marriage 20%
assignment 2: Evocative Typography 20%
assignment 3: Digital Resume 30%
assignment 4: Grid & Visual Hierarchy 30%

RISK FACTOR

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. 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."

DISABILITIES ACCOMMODATION

"The College of Visual Arts and Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.
If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your

the syllabus

accommodation requests will be considered after this deadline. Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in unt Policy 18.1.14, at www.unt.edu/oda, and by visiting the ODA in Room 321 of the University Union. You also may call the ODA at 940.565.4323."

EMERGENCIES

In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain their until an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.

ATTENDANCE POLICY

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You be considered late if you arrive after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present by leaving a note with your name, date and time of arrival with the instructor. If not received, you will be marked as absent. You will receive two (2) free tardies. After the first two tardies, every four (4) tardies will equal one (1) unexcused absence. Only three (3) unexcused absences will be accepted. The fourth unexcused absence will lower your final semester grade by one letter grade. The fifth unexcused absence will lower your grade by two letter grades. The sixth unexcused absence will lower your grade by three letter grades and so on. A total of seven absences, excused or unexcused, will result in you receiving a failing grade (F) for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationary with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If you are more than thirty minutes late, it will be counted as an unexcused absence.

If you are absent, you are responsible for contacting a class member in order to get any information or assignments that were given in class. The instructor will not use any 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 for any reason. Under no circumstances should you leave a project with anyone in the main or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

ELECTRONIC DEVICES

Cell phones should be turned off when class begins. Laptops will only be opened for in class work. No facebooking, checking email or text messaging will be allowed. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

GRADING POLICY

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

PLAGIARISM

Plagiarism is 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. Plagiarism will result in the immediate failure of the class and may result in expulsion from the university. Disciplinary probation, suspension from the university, expulsion (permanent), or revocation of degree. (See student guidebook)

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.

ADES 2513

TYPOGRAPHIC SYSTEMS

the syllabus

FINANCIAL AID

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 being doing so.

CHANGES

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.

ADES 2513

TYPOGRAPHIC SYSTEMS

the contract ›› sign it! ››

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions.

_____

NAME (PRINT)

_____

SIGNATURE

_____

DATE

Please fill in your contact information below:

_____

YOUR E-MAIL ADDRESS

_____

YOUR PERMANENT ADDRESS

_____

YOUR PHONE NUMBER

_____

YOUR CELL PHONE NUMBER

May we include your e-mail address on the Communication Design List Serve?
PLEASE CHECK: _____ **YES** _____ **NO**

May I include your e-mail address and phone number on a class phone list for distribution to the rest of the class?
PLEASE CHECK: _____ **YES** _____ **NO**

"I agree to the terms and conditions outlined in the _Permission to Use Student Work_ contract."

_____

PRINT NAME   **SIGNATURE**   **DATE**

And

"I agree to the terms and conditions outlined in the UNT _Legal Model Release Form_ contract."

_____

PRINT NAME   **SIGNATURE**   **DATE**

ADES 2513

TYPOGRAPHIC SYSTEMS

the schedule ›› sixteen weeks of digital typographic greatness ››

....

WEEK 1 :: 22-24

T

INTRO: Syllabus, attendance, required book and supplies
LECTURE: Basic introduction to Typography
ASSIGN: **Project 1 › Type Marriage**

TH

IN CLASS: Review type pair choices › select interim set of 2 pairs
ASSIGN: 20 thumbnail marriages for each pair/40 thumbnails total

....

WEEK 2 :: 29-31

T

CRITIQUE: 20 thumbnail marriages for each pair/40 thumbnails total
ASSIGN: 20 revisions for one pair

TH

CRITIQUE: 20 revisions for one pair
ASSIGN: 10 tight revisions for one pair

....

WEEK 3 :: 5-7

T

CRITIQUE: 10 tight revisions for one pair
ASSIGN: 1 final pencil pair scanned and imported into Adobe Illustrator & Photophop
                1st round laser output and onscreen viewing file

TH

CRITIQUE: 1st round laser output and onscreen viewing file
ASSIGN: Revisions
ASSIGN: **Reserach, Project 2 › evocative type**
                List of 20 possible individuals as source material for evocative type
                (can be living or deceased/focus on individuals who have an outsized personality,
                recognizable talent or known for something that can be visualized)

....

WEEK 4 :: 12-14

T

CRITIQUE: Revisions type marriage
CRITIQUE: Reserach, Project 2 › list of 20 possible characters for evocative type treatment
ASSIGN: Completion of laser output and onscreen viewing file for type marriage
ASSIGN: Visual research + typeface selections for evocative typography

TH

DUE: Completed laser output and onscreen viewing file for type marriage
DUE: Word search + visual research + typeface selections for evocative typography
LECTURE: Evocative typography/Show examples of type as content/communication/expression
ASSIGN: 40 pencil thumbnails for evocative typography

ADES 2513

TYPOGRAPHIC SYSTEMS

the schedule

....

WEEK 5 :: 19-21

T | TH

CRITIQUE: 40 pencil thumbnails

ASSIGN: Evocative typography: Working process for remainder of the assignment

1. Generate variations by manipulating some combination of **KERNING, CHARACTER SPACING, ALIGNMENT, BASELINE SHIFTS, SCALE & CHARACTER MANIPULATIONS**
2. Select the best 2 direction from all revisions – create a tight pencil drawing
3. Generate tight pencil revisions/variations each for the best directions
4. Select most successful variation
5. Generate final tight pencil drawing and scan
6. Import scan into Illustrator and Photoshop for further vector- and pixel-basedrefinement
7. Generate initial laser output and onscreen version for review
8. Continue ongoing refinements based on class critiques
9. Generate color options for review/print and screen-based

....

WEEK 6 :: 26-28

T | TH

CRITIQUE: 40 pencil thumbnails

ASSIGN: Continued Work in Progress

1. Generate variations by manipulating some combination of **KERNING, CHARACTER SPACING, ALIGNMENT, BASELINE SHIFTS, SCALE & CHARACTER MANIPULATIONS**
2. Select the best 2 direction from all revisions – create a tight pencil drawing
3. Generate tight pencil revisions/variations each for the best directions
4. Select most successful variation
5. Generate final tight pencil drawing and scan
6. Import scan into Illustrator and Photoshop for further vector- and pixel-basedrefinement
7. Generate initial laser output and onscreen version for review
8. Continue ongoing refinements based on class critiques
9. Generate color options for review/print and screen-based

....

WEEK 7 :: 3-5

T | TH

CRITIQUE: Work in progress

ASSIGN: Final print and digital versions of evocative type

1. Generate variations by manipulating some combination of **KERNING, CHARACTER SPACING, ALIGNMENT, BASELINE SHIFTS, SCALE & CHARACTER MANIPULATIONS**
2. Select the best 2 direction from all revisions – create a tight pencil drawing
3. Generate tight pencil revisions/variations each for the best directions
4. Select most successful variation
5. Generate final tight pencil drawing and scan
6. Import scan into Illustrator and Photoshop for further vector- and pixel-basedrefinement
7. Generate initial laser output and onscreen version for review
8. Continue ongoing refinements based on class critiques
9. Generate color options for review/print and screen-based

ADES 2513

TYPOGRAPHIC SYSTEMS

the schedule

WEEK 8 :: 10-12

T

DUE: Final print and digital versions of evocative type

LECTURE: Visual hierarchy

ASSIGN: **Project 3 > Digital Resume**
Type face selections and other possible visual language research
35 half size layouts

TH

CRITIQUE: Type face selections and other possible visual language research
35 half size layouts

ASSIGN: 20 half size revisions, set on computer for print and online viewing

WEEK 9 :: 17-19

T

CRITIQUE: 20 half size revisions, set on computer for print and online viewing

ASSIGN: 10 half size revisions, set on computer for print and online viewing

TH

CRITIQUE: 10 half size revisions, set on computer for print and online viewing

ASSIGN: Ongoing revisions

WEEK 10 :: 24-26

T

CRITIQUE: Ongoing revisions

ASSIGN: Ongoing revisions

TH

CRITIQUE: Ongoing revisions

ASSIGN: Final print and onscreen digital versions

WEEK 11 :: 31-2

T

DUE: Digital Resume > Final print and onscreen digital versions

ASSIGN: **Project 4 Grids and Hierarchy**
10 possible candidates for redesign/experience improvements

TH

DISCUSS: 10 possible candidates for redesign/experience improvements
Selection of top 2 candidates

ASSIGN: 20 x 2 candidates thumbnail explorations > onscreen viewing only

CRITIQUE: 20 x 2 (40 total) candidates visual explorations > onscreen viewing only

ASSIGN: 10 x 2 (20 total) candidates revisions

WEEK 12 :: 7-9

T

CRITIQUE: 20 x 2 (40 total) candidates visual explorations > onscreen viewing only

ASSIGN: 10 x 2 (20 total) candidates revisions

TH

CRITIQUE: 10 x 2 (20 total) candidates revisions

ASSIGN: Ongoing visual exploration

ADES 2513

TYPOGRAPHIC SYSTEMS

the schedule

WEEK 13 :: 14-16

T

CRITIQUE: Ongoing visual exploration
ASSIGN: Ongoing visual exploration

TH
CRITIQUE: Ongoing visual exploration
ASSIGN: Ongoing visual exploration final site selection

WEEK 14 :: 21-23

T
CRITIQUE: **Thanksgiving Break**
ASSIGN: Ongoing visual exploration final site selection

TH
CRITIQUE: **Thanksgiving Break**
ASSIGN: Ongoing visual exploration final site selection

WEEK 15 :: 28-30

T
CRITIQUE: Ongoing visual exploration final site selection
ASSIGN: Ongoing visual exploration final site selection

TH
CRITIQUE: Ongoing visual exploration final site selection
ASSIGN: Final solutions Project 4

WEEK 16 :: 1-4

T
CRITIQUE: Final solution Project 4
ASSIGN: Class reflection paper
                Group self assessment
TH
DUE: Class reflection paper
                Group self assessment