

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 University of North Texas (UNT) does not discriminate on the basis of disability in employment, admission, treatment, or access to its programs or activities. UNT is committed to providing equal educational access for qualified students with disabilities in accordance with state and federal laws including the Americans with Disabilities Act of 1990 as Amended (ADA) and Section 504 of the Rehabilitation Act of 1973. Additionally, the University is committed to making all UNT sponsored programs and activities accessible, as required by the Texas Accessibility Standards and the Americans with Disabilities Act Accessibility Guidelines. To this end, all academic units are willing to make reasonable and appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies in order to facilitate equality of educational access for persons with disabilities. Students seeking accommodation must first

the syllabus

register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of 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 accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

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 there 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 face-booking, 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)



ADES 2513

TYPOGRAPHIC SYSTEMS

the syllabus

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.

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.

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

the schedule

>> sixteen weeks of digital typographic greatness >>

WEEK 1 :: 18-20**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 :: 25-27**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 :: 1-3**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 :: 8-10**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

the schedule

WEEK 5 :: 15-17

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-based refinement
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 :: 22-24

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-based refinement
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 :: 29-1

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-based refinement
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

the schedule

WEEK 8 :: 6-8

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 :: 13-15

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 :: 20-22

T

CRITIQUE: Ongoing revisions

ASSIGN: Ongoing revisions

TH

CRITIQUE: Ongoing revisions

ASSIGN: Final print and onscreen digital versions

WEEK 11 :: 27-29

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 :: 3-5

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

the schedule

WEEK 13 :: 10-12

T

CRITIQUE: Ongoing visual exploration

ASSIGN: Ongoing visual exploration

TH

CRITIQUE: Ongoing visual exploration

ASSIGN: Ongoing visual exploration final site selection

WEEK 14 :: 17-19

T

CRITIQUE: Ongoing Visual Exploration

ASSIGN: Ongoing visual exploration final site selection

TH

CRITIQUE: Ongoing Visual Exploration

ASSIGN: Ongoing visual exploration final site selection

WEEK 15 :: 24-26

T

CRITIQUE: **Thanksgiving Break**

ASSIGN: Ongoing visual exploration final site selection

TH

CRITIQUE: **Thanksgiving Break**

ASSIGN: Final solutions Project 4

WEEK 16 :: 1-3

T

CRITIQUE: Final solution Project 4

ASSIGN: Class reflection paper
Group self assessment

TH

DUE: Class reflection paper
Group self assessment
