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, typographic arrangement and hierarchy and type in historical and cultural context.

1. Define and demonstrate a mastery of type, type face, type font, 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, typographic awareness.

2. Demonstrate a mastery of the design process: concept, thumbnails, pencil roughs or sketches, tight pencil comprehensives (comps), and computer generated comprehensives.

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

Thinking With Type, 2nd Edition, Ellen Lupton
(Princeton Architectural Press)

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.

Maximum number of points a student can earn for design and concept is a total of 100%. Maximum number of points a student can lose for the following is 20% of the grade.

You will be graded on the following criteria:

**Craft:** supercomps 11 presentation 11 technical proficiency 11 design/ideation

**Performance:** attitude 11 deadlines 11 participation 11 engagement 11 proactivity/curiosity

**Professionalism:** presentation 11 follows instructions 11 critique 11 class interaction

**Assignment 1:** Monogram 10%

**Assignment 2:** Experimental Typography 5%

**Assignment 3:** Evocative Typography 10%

**Assignment 4:** Grid/Visual Hierarchy 25%

**Assignment 5:** Type Poster 50%

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.

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 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.

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.

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 tardies will equal one (4) 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.

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.

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 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, in-tact 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)

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

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
ADES 1510
TYPOGRAPHY

the schedule // sixteen weeks of typographic greatness //

WEEK 1 :: A 27-29
M
INTRO: Syllabus, attendance, required book and supplies
LECTURE: Basic introduction to Typography | Monogram design & history
ASSIGN: Monogram Design

W
IN CLASS: Work in and out of class: 40 monogram thumbnails, (20 serif/20 sans serif)

WEEK 2 :: S 3-5 (2 DAYS)
M
Labor Day, no class

W
CRITIQUE: 40 monogram thumbnails
ASSIGN: 20 monogram revisions, (10 serif/10 sans serif)

F
CRITIQUE: 20 monogram revisions, (10 serif/10 sans serif)
ASSIGN: 2 final full-size tight pencil monogram, due at the beginning of next class

WEEK 3 :: S 10-12
M
CRITIQUE: Final full-size tight pencil monograms (1 serif/1 sans serif)
ASSIGN: 2 final full-size tight pencil monogram digitized in Adobe Illustrator

W
CRITIQUE: 2 final full-size tight pencil monogram digitized in Adobe Illustrator
ASSIGN: Final monogram mounted
ASSIGN: Materials assembly for work in class on Monday

WEEK 4 :: S 17-19
M
DUE: Final monogram, mounted

IN CLASS: Experimental type production
ASSIGN: Scanning and manipulation of selected best solutions
Personality for evocative typography: Word research (definition, synonyms and visual research) + typeface selections due Friday, September 20

W
DUE: Final scanned solutions
DUE: Word search + visual research + typeface selections for evocative typography
LECTURE: Evocative typography
SHOW examples of type as content/communication/expressions
ASSIGN: Evocative typography: Word List and initial typeface selections
ADES 1510
TYPOGRAPHY

the schedule // continued //

WEEK 5 :: S 24-26
M | W
CRITIQUE: Evocative typography: Word lists and initial typeface selections
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 3 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 for further visual refinement
7. Generate initial laser output for review
8. Upon review, generate additional tissue tracing refinements as necessary
9. Refine original computer file or re-scan final tracings for further refinement
10. Generate final laser output and initial color output for review

WEEK 6 :: O 1-3
M | W
CRITIQUE: Work progress
ASSIGN: Continued Work Progress

1. Generate variations by manipulating some combination of KERNING, CHARACTER SPACING, ALIGNMENT, BASELINE SHIFTS, SCALE & CHARACTER MANIPULATIONS
2. Select the best 3 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 for further visual refinement
7. Generate initial laser output for review
8. Upon review, generate additional tissue tracing refinements as necessary
9. Refine original computer file or re-scan final tracings for further refinement
10. Generate final laser output and initial color output for review

WEEK 7 :: O 8-10
M | W
CRITIQUE: Work progress
ASSIGN: Continued Work Progress

1. Generate variations by manipulating some combination of KERNING, CHARACTER SPACING, ALIGNMENT, BASELINE SHIFTS, SCALE & CHARACTER MANIPULATIONS
2. Select the best 3 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 for further visual refinement
7. Generate initial laser output for review
8. Upon review, generate additional tissue tracing refinements as necessary
9. Refine original computer file or re-scan final tracings for further refinement
10. Generate final laser output and initial color output for review
ADES 1510
TYPOGRAPHY

the schedule // continued //

WEEK 8 :: O 15-17
M
DUE: Final evocative typography, mounted
ASSIGN: Research for typographic poster design, due Friday, October 28th

LECTURE: Visual hierarchy
ASSIGN: Hierarchy exercise 1

W
CRITIQUE: Hierarchy exercise 1
ASSIGN: Refinements/Hierarchy exercise 1
F
DUE: Refinements/Hierarchy exercise 1
ASSIGN: Hierarchy exercise 2

WEEK 9 :: O 22-24
M
CRITIQUE: Hierarchy exercise 2
ASSIGN: Hierarchy exercise 3

W
CRITIQUE: Hierarchy exercise 3
ASSIGN: Final hierarchy exercised/mounted

WEEK 10 :: O 29 - N 2
M
DUE: Final versions to all hierarchy exercises
LECTURE: Type poster, plastic evocative nature of type
CRITIQUE: 25 typeface possibilities for emotional or evocative front
CRITIQUE: Research/text for topic, typed
ASSIGN: Front side — 30 thumbnail explorations. (3 x 4.5 inches)
Screen version adaptations (15 half size web/15 full size smartphone)
ASSIGN: Revisions 25 typeface possibilities for emotional or evocative front

W
CRITIQUE: 25 typeface possibilities for emotional or evocative front
CRITIQUE: Front side — 30 thumbnail explorations. (3 x 4.5 inches)
Screen version adaptations (15 half size web/15 full size smartphone)
ASSIGN: Revisions front side — 20 thumbnail explorations. (3 x 4.5 inches)

WEEK 11 :: N 5-7
M
CRITIQUE: Front side — 20 thumbnail explorations. (3 x 4.5 inches)
ASSIGN: Screen version adaptations (10 half size web/10 full size smartphone)
ASSIGN: Revisions front side — 20 thumbnail explorations. (3 x 4.5 inches)
Screen version adaptations (5 half size web/5 full size smartphone)

W
CRITIQUE: Front side — 20 thumbnail explorations. (3 x 4.5 inches)
ASSIGN: Revisions: Front side — 10 thumbnail explorations. (3 x 4.5 inches)
CRITIQUE: Revisions: Front side — 10 thumbnail explorations. (3 x 4.5 inches)
ASSIGN: Revisions: 5 half-size explorations of selected work from critique

WEEK 12 :: N 11-14
M
CRITIQUE: Revisions: 5 half-size explorations of selected work from critique
ASSIGN: Final full-size tight pencil/all versions
ASSIGN: 20 color palette studies

W
CRITIQUE: Final full-size tight pencils & review 20 color palettes, color revisions as necessary
ASSIGN: Final revisions as necessary to full-size tight pencils/all versions — OR —
ASSIGN: Front side — computer implementation, printed half-size for ongoing crits

WEEK 14 :: N 19-21
M
CRITIQUE: Front side — computer implementation, printed half-size
(You will continue to bring the front side of the poster to class for the remainder of the semester for revisions per instructor request... it won't be written on the schedule)

W
CRITIQUE: Front side — computer implementation, printed half-size
(You will continue to bring the front side of the poster to class for the remainder of the semester for revisions per instructor request... it won't be written on the schedule)

WEEK 14 :: N 26-29
M
CRITIQUE: Front side — computer implementation, printed full-size
(You will continue to bring the front side of the poster to class for the remainder of the semester for revisions per instructor request... it won't be written on the schedule)

W
CRITIQUE: Front side — computer implementation, printed full-size
(You will continue to bring the front side of the poster to class for the remainder of the semester for revisions per instructor request... it won't be written on the schedule)

WEEK 15 :: D 3-5
M
CRITIQUE: Front side — computer implementation, printed full-size
(You will continue to bring the front side of the poster to class for the remainder of the semester for revisions per instructor request... it won't be written on the schedule)
ASSIGN: Final version of poster, print out full-size on plotter paper

W
DUE: Final version of poster, print out full-size on plotter paper

F NO CLASS, READING DAY

WEEK 16 :: D 10-14 (FINALS)