

ADES 2510

TYPOGRAPHY 2

the syllabus // designing paragraphs on pages //

COURSE DESCRIPTION

3 hours. Type 2, teaches students about typography, hierarchy and systems. Building on the skills learned in Type I, students engage with: grid, 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

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, type classification, typographic systems and typographic awareness.
2. Demonstrate a mastery choosing and combining typefaces.
3. Demonstrate a mastery creating effective typographic hierarchy.
4. Learn how type selection, color (as it applies to visual effect set) in combination with design elements direct communication in a layout.
5. Demonstrate a mastery of the elements and principles of design: composition, balance, contrast, repetition, movement, dominance, tension.
6. Demonstrate a mastery of the principles of Gestalt: figure/ground (form/counterform), unity, repetition, similarity, closure, continuity, proximity

REQUIRED BOOKS

Timothy Samara, *Making and Breaking the Grid: A Graphic Design Layout Workshop*
Jim Williams, *Type Matters!*
Ellen Lupton, *Thinking with Type*

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%**.

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 :: presentation :: technical proficiency :: design/ideation

PERFORMANCE: attitude :: deadlines :: participation :: engagement :: proactivity/curiosity

PROFESSIONALISM: presentation :: follows instructions :: critique :: class interaction

GRADE PERCENTAGES

ASSIGNMENT 1: Resumé Design 10%

ASSIGNMENT 2: Type Branding/Collateral and Menu Design 25%

ASSIGNMENT 3: Magazine Layout 25%

ASSIGNMENT 4: Multipage guide or Zine 40%

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ACCESS TO INFORMATION

Your access point for business and academic services at UNT occurs at my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: eagleconnect.unt.edu

ACADEMIC INTEGRITY

According to UNT Policy 18.1.16, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. Students caught cheating or plagiarizing in the Communication Design program will receive a “o” for that particular assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. Art/design plagiarism is the act of reproducing the work of another artist/designer and claiming it as your own original work of art.

ATTENDANCE POLICY

Roll will be taken at the beginning of every class. You'll 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. You will receive two (2) free tardies. After the first two tardies, every four (4) tardies will equal one (1) unexcused absence. Only two (2) unexcused absences will be accepted. The third (3) unexcused absence will lower your final semester grade by one letter grade, the fourth (4) by two letter grades, the fifth (5) by three letter grades and so on. A total of six (6) 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.

DISABILITY ACCOMMODATION

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 an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You 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 Office of Disability Accommodation website at disability.unt.edu. You may also contact them by phone at 940.565.4323. 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 unt.edu/oda, and by visiting the ODA in Sage Hall, 167. You also may call the ODA at 940.565.4323.

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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.

EMAIL

You must use your UNT email address to communicate with professors. You may forward your UNT email to a private email address via your My UNT settings.

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, fires, 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 my.unt.edu. Some helpful emergency preparedness actions include: 1) know the 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 Blackboard for contingency plans for covering course materials.

FINANCIAL AID

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 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.

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.

RIGHTS

& RESPONSIBILITIES

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

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, 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.”

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STUDENT BEHAVIOR

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and 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. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct

STUDENT EVALUATION OF INSTRUCTION

Student Evaluation Administration Dates. Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13 and 14 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.

STUDENT RECORDS

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 Blackboard 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

SUCCEED AT UNT

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here's how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused.

To learn more about campus resources and information on how you can achieve success, go success.unt.edu.

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

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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.

“I agree to the terms and conditions outlined in the *Permission to Use Student Work* contract.”

and

“I agree to the terms and conditions outlined in the UNT *Legal Model Release Form* contract.”

NAME (PRINT)

SIGNATURE

DATE

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JANUARY WEEK 1 16-18	M MLK Holiday	W INTRODUCE: Class policies, syllabus and projects INTRODUCE: Assignment 1: <i>Personal Resumé Design</i> ASSIGN: Resumé research ASSIGN: Resumé layout thumbnails	LECTURE: Simple grids, page margins, white space, hierarchy, typographic paring, & paper sizes, typeface pairings, and color palette
WEEK 2 23-25	M IN CLASS: Critique resumé thumbnails, select best direction ASSIGN: Resume layout, InDesign, plotter color	W IN CLASS: Critique resumé layout, InDesign, plotter color ASSIGN: Revisions	
FEBRUARY WEEK 3 30-1	M IN CLASS: Critique resume layout, InDesign ASSIGN: Final Revisions	W INTRODUCE: Assignment 2: <i>Typographic Branding/Menu Design</i> DUE: Assignment 1: <i>Personal Resumé Design</i> ASSIGN: Thumbnail sketches & visual research menu	ASSIGN: Thumbnail sketches branding LECTURE: Typographic branding/logotype LECTURE: Menu systems
WEEK 4 6-8	M IN CLASS: Critique menu design, thumbnail sketches visual research & branding ASSIGN: Revisions ASSIGN: Color research	W IN CLASS: Critique menu design, thumbnail sketches visual research & branding, implement best direction using InDesign	SHOW/DEMO: Construction, binding & paper considerations
WEEK 5 13-15	M IN CLASS: Critique menu design, InDesign layouts, branding, & plotter color	W IN CLASS: Critique menu design, InDesign layouts, branding, & plotter color ASSIGN: Final production	

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WEEK 6 20-22	M IN CLASS: Critique menu design, final production ASSIGN: Final comp	W DUE: Assignment 2: <i>Typographic Branding/Menu Design</i> INTRODUCE: Assignment 3: <i>Magazine Layout</i>	LECTURE: The editorial grid ASSIGN: Visual research & grid studies, headline type study
MARCH WEEK 7 27-1	M IN CLASS: Critique magazine design research & grid studies ASSIGN: Revisions LECTURE: Creating dynamic rhythm/pacing while honoring the grid	W IN CLASS: Critique <i>Magazine Layout</i> research & grid studies, select best direction ASSIGN: Thumbnail sketches	
WEEK 8 6-8	M IN CLASS: Critique thumbnail sketches ASSIGN: Revisions	W IN CLASS: Critique thumbnail sketches ASSIGN: InDesign implementation	
SPRING BREAK WEEK 9: 13-15			
WEEK 10 20-22	M IN CLASS: InDesign printout, of magazine layout, color laser ASSIGN: Revisions	W IN CLASS: InDesign printout, of magazine layout, plotter color ASSIGN: Final revisions	
WEEK 11 27-29	M DUE: <i>Magazine Layout</i> INTRODUCE: Assignment 4: <i>Zine</i> LECTURE: Zine layout ASSIGN: Select debate, research	W IN CLASS: Critique visual & topic research ASSIGN: Revisions to research ASSIGN: Thumbnail sketches	LECTURE: Illustration styles

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APRIL WEEK 12 3-5	M IN CLASS: Critique thumbnail sketches ASSIGN: Revisions	W IN CLASS: Critique thumbnail sketches, select best option ASSIGN: Tight pencil comps
WEEK 13 10-12	M IN CLASS: Critique tight pencil comps ASSIGN: Revisions	W IN CLASS: Critique tight pencil comps ASSIGN: Computer implementation InDesign/ Illustrator
WEEK 14 17-19	M IN CLASS: Critique computer implementation of zine InDesign/Illustrator, laser color	W IN CLASS: Critique computer implementation of zine InDesign/Illustrator, laser color
WEEK 15 24-26	M IN CLASS: Critique computer implementation of zine InDesign/Illustrator, plotter color.	W IN CLASS: Critique computer implementation of zine InDesign/Illustrator, plotter color.
MAY WEEK 16 1-3	M IN CLASS: Critique computer implementation of zine InDesign/Illustrator, plotter color.	W IN CLASS: Critique computer implementation of zine InDesign/Illustrator, plotter color.
WEEK 17 FINALS WEEK 8-10	M DUE: Assignment 4: <i>Zine</i>	

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resources // let's check them out... //

WEBSITES

designobserver.com
fontsinuse.com
fontshop.com/newsfriendsoftype.com
ilovetypography.com
letterformarchive.org
practicaltypography.com
thinkingwithtype.com
typewolf.com
typographica.org
typophile.com
type-foundries-archive.com
underconsideration.com
welovetypography.com

PRINT PERIODICALS

Baseline
Eye
Communication Arts

ADDITIONAL TITLES

TO EXPLORE

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