ADES 1510

Type 1

the syllabus // sixteen weeks of typographic greatness //

Course Description

Type 1: 3 Hours. Students will learn about typography as both conceptual and plastic form, and as hierarchical systems. The course will be structured around lectures, demonstrations, extensive studio work and critiques. Traditional and digital techniques will be used over the course of the semester.

Prerequisite

Students must be concurrently enrolled in ADES 2515 and must have successfully completed ADES 1540.

Books: Required

Lettering & Type, by Bruce Willen & Nolen Strals
Thinking with Type: A Critical Guide for Designers, Writers, Editors & Students, by Ellen Lupton
Typeface: Classic Typography for Contemporary Design, by Tamye Riggs

Course Objectives

A 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.

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

C Demonstrate a mastery of the elements and principles of design: composition, balance, contrast, repetition, movement, dominance, tension.

D 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 in in-class work, lecture and demonstration. Students must participate in the Sophomore Portfolio Review in December in order to pass this course.

Grading & Evaluation

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

Exam: Type Identification Exam/Anatomy 6%
Assignment 1: Type Drawing/Rendering/Monogram 8%
Assignment 2: Typographic Marriage 10%
Assignment 3: Experimental Typography 6%
Assignment 4: Evocative Typography 20%
Assignment 5: Grid/Visual Hierarchy 10%
Assignment 6: Type Poster 40%
the syllabus // continued... //

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

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 www.unt.edu/oda, and by visiting the ODA in Sage Hall, 167. You also may call the ODA at 940.565.4323.

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.”

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.
the syllabus // continued... //

**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’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. 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**

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.

**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.
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 done so.

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.

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

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. 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.

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

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

NAME (PRINT)

SIGNATURE

DATE
the schedule // sixteen weeks of typographic greatness //

WEEK 1: 8/29 - 9/2

M
INTRO: Syllabus, attendance, required books and supplies
LECTURE: Review typographic anatomy and taxonomy
ASSIGN: Reading: Lettering & Type, pages 1-35

W
LECTURE: Monogram design and its history
ASSIGN: 40 monogram thumbnails, serif typeface

F
IN CLASS: Work in and out of class: revisions to 40 monogram thumbnails, serif typeface
ASSIGN: 40 monogram thumbnails, sans serif typeface
ASSIGN: Revisions to 40 monogram thumbnails, serif typeface

WEEK 2: 9/5 - 9/9

M Labor Day, no class

W
DUE: Typographic anatomy/classification test
CRITIQUE: Revisions to 40 monogram thumbnails, serif typeface
CRITIQUE: 40 monogram thumbnails, sans serif typeface
ASSIGN: 20 monogram revisions, (10 serif/10 sans serif)

F
CRITIQUE: 20 monogram thumbnails, (10 serif/10 sans serif)
ASSIGN: 10 monogram revisions, (5 serif/5 sans serif)

WEEK 3: 9/12 - 9/16

M
CRITIQUE: 10 monogram revisions, (5 serif/5 sans serif)
ASSIGN: 2 final full-size tight pencil monogram, due at the beginning of next class

W
CRITIQUE: Final full-size tight pencil monograms (1 serif/1 sans serif)
ASSIGN: 2 final full-size tight pencil monogram digitized in Adobe Illustrator, in presentation format due at the beginning of next class

F
DUE: Final monogram, mounted
LECTURE: Typographic marriage
ASSIGN: 20 thumbnails: 10 for each parent, due beginning of next class
the schedule // continued //

**WEEK 4 :: 9/19 - 9/23**

**M**
**CRITIQUE:** 20 thumbnails
**IN CLASS:** 3 tight pencils revisions of the best 2 solutions
**ASSIGN:** 3 tight pencils revisions of the best 2 solutions, due beginning of next class

**W**
**CRITIQUE:** 3 tight pencils revisions of the best 2 solutions
**ASSIGN:** Final tight pencils of selected solutions, due beginning of next class

**F**
**CRITIQUE:** Final tight pencil of each type baby
**ASSIGN:** Scan and pen tool, due beginning of next class

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**WEEK 5 :: 9/26 - 9/30**

**M**
**CRITIQUE:** First round of pen tooled babies
**ASSIGN:** Revisions to pen tooled babies

**W**
**CRITIQUE:** Second round of pen tooled babies
**ASSIGN:** Final revisions to pen tooled babies
**ASSIGN:** Experimental typography object collection, due at the beginning of next class

**F**
**DUE:** Typographic marriage, mounted
**LECTURE:** Experimental typography
**ASSIGN:** Reading: *Lettering & Type*, chapters 3 and 4
**IN CLASS:** Begin mark making process in class
**CRITIQUE:** Select marks to convert to words, due at the beginning of next class
**ASSIGN:** Personality for evocative typography. Word research (definition, synonyms and visual research) + typeface selections due, Friday, October 3rd

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**WEEK 6 :: 10/3 - 10/7**

**M**
**IN CLASS:** Continue mark making in class
**LECTURE:** How to clean up scanned type in Photoshop
**CRITIQUE:** Select marks to convert to words, due at the beginning of next class

**W**
**IN CLASS:** Continue mark making in class
**ASSIGN:** Select best 2 solutions, scan and mount as directed, due at the beginning of next class

**F**
**DUE:** Experimental typography, mounted
**DUE:** Word search + visual research + typeface selections for evocative typography
**LECTURE:** Evocative typography
**ASSIGN:** Show examples of type as content/communication/express...
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**the schedule // continued //</**

**WEEK 7 :: 10/10 - 10/14**

**M**

**CRITIQUE:** Evocative typography: Steps 1-5

**ASSIGN:** Using the best 3 typeface possibilities, complete the following:
- Revision 1: Kerning & character spacing: 5 revisions total (on the computer)
- Revision 2: Alignment/baseline shifts: 5 revisions total (on the computer)
- Revision 3: Letter form/scale shifts: 5 revisions total (on the computer)
- Revision 4: Character manipulations: 5 revisions total (pencil)
- Revision 5: Combinations of explored techniques: 5 revisions total (pencil), due beginning of next class

**W**

**CRITIQUE:** Revision 1: Kerning & character spacing: 5 revisions total (on the computer)
- Revision 2: Alignment/baseline shifts: 5 revisions total (on the computer)
- Revision 3: Letter form/scale shifts: 5 revisions total (on the computer)
- Revision 4: Character manipulations: 5 revisions total (pencil)
- Revision 5: Combinations of explored techniques: 5 revisions total (pencil), Select best 3 possibilities and revise in class

**ASSIGN:** 3 tight pencil revisions variatons for each of three directions: 9 total, due beginning of next class

**ASSIGN:** Color research to support your selected word’s content, due beginning of next class

**F**

**CRITIQUE:** 3 tight pencil revisions: variations for each of three directions: 9 total + color research
- Select best direction and best color research

**ASSIGN:** Scan tight pencil, import in Illustrator and render as vector art (b/w) + 10 color variations, due beginning of next class

**WEEK 8 :: 10/17 - 10/21**

**M**

**CRITIQUE:** Pen tooled version of your word: black and white +10 color variations

**ASSIGN:** Revisions to pen tooled word and color

**W**

**CRITIQUE:** Revisions to pen tooled word and color

**ASSIGN:** Final version of evocative typography

**F**

**DUE:** Evocative typography, mounted

**ASSIGN:** Reading: *Thinking with Type: Text and the Grid* (pages 61-155)

**ASSIGN:** Research for typographic poster design, due Friday, October 23rd

**LECTURE:** Visual hierarchy

**ASSIGN:** Type variables 1 & 2
### the schedule // continued //

**WEEK 9 :: 10/24 - 10/28**

- **M**
  - **CRITIQUE:** Type & grid variables #1 & #2
  - **ASSIGN:** Type & grid variables #3 & #4

- **W**
  - **CRITIQUE:** Type & grid variables #3 & #4
  - **ASSIGN:** Revisions to all

- **F**
  - **CRITIQUE:** Revisions to type & grid variables
  - **ASSIGN:** Final version of type variable #4
  - **DUE:** Research for typographic poster design
  - **ASSIGN:** Twenty-five appropriate typeface selections for your poster — front

**WEEK 10 :: 10/31 - 11/4**

- **M**
  - **DUE:** Final type & grid assignment, mounted
  - **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)
  - **ASSIGN:** Revisions 25 typeface possibilities for emotional or evocative front

- **W**
  - **CRITIQUE:** Front side — 20 thumbnail explorations. (3 x 4.5 inches)
  - **ASSIGN:** Front side — 20 thumbnail explorations. (3 x 4.5 inches)

- **F**
  - **CRITIQUE:** Front side — 20 thumbnail explorations. (3 x 4.5 inches)
  - **ASSIGN:** Revisions front side — 20 thumbnail explorations. (3 x 4.5 inches)

**WEEK 11 :: 11/7 - 11/11**

- **M**
  - **CRITIQUE:** Front side — 20 thumbnail explorations. (3 x 4.5 inches)
  - **ASSIGN:** Revisions: Front side — 10 thumbnail explorations. (3 x 4.5 inches)

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

- **F**
  - **CRITIQUE:** Revisions: 5 half-size explorations of selected work from critique
  - **ASSIGN:** Final full-size tight pencil
  - **ASSIGN:** 20 color palette studies
the schedule // continued //

WEEK 12 :: 11/14 - 11/18

M
CRITIQUE: Final full-size tight pencil & review 20 color palettes, color revisions as necessary
ASSIGN: Final revision as necessary to full-size tight pencil

W
CRITIQUE: Final revisions as necessary to full-size tight pencil
ASSIGN: Front side — computer implementation, printed half-size for ongoing crits
ASSIGN: 20 grid studies/thumbnails/layout design — poster backs (3 x 4.5 inches)
LECTURE: Review: typographic hierarchy/grid and structure

F
CRITIQUE: 20 grid studies/thumbnails — poster backs (3 x 4.5 inches)
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)
ASSIGN: 10 grid studies/thumbnails/layout design — poster backs (6 x 9 inches)

WEEK 13 :: 11/21 - 11/25 (THANKSGIVING)

M
CRITIQUE: 10 grid studies/thumbnails/layout design — poster backs (6 x 9 inches)
ASSIGN: Select the best two directions, create two half-size tight pencil comps — poster backs

W
CRITIQUE: Two half-size tight pencil comps — poster backs
ASSIGN: Computer implementation to best comp/direction — poster back

F
Thanksgiving holiday

WEEK 14 :: 11/28 - 12/2

M
CRITIQUE: Computer implementation to best comp/direction — poster back on plotter paper
ASSIGN: Revisions to both the front and back of poster, print out half-size on plotter paper

W
CRITIQUE: Revisions to both the front and back of poster, print out full-size on plotter paper
ASSIGN: Revisions to both the front and back of poster, print out full-size on plotter paper

F
CRITIQUE: Revisions to both the front and back of poster, print out full-size on plotter paper
ASSIGN: Revisions to both the front and back of poster, print out full-size on plotter paper
The schedule // continued //

**WEEK 15**: 12/5 - 12/9 (2 DAYS, FRIDAY OFF)

**M**
**CRITIQUE**: Revisions to both the front and back of poster, print out full-size on plotter paper
**ASSIGN**: Revisions to both the front and back of poster, print out full-size on plotter paper

**W**
**CRITIQUE**: Revisions to both the front and back of poster, print out full-size on plotter paper
**ASSIGN**: Final full-size (24 x 36 inches) on plotter paper
**DUE**: Monday, December 8 by noon (12 p.m.)

**F**  NO CLASS, READING DAY

**WEEK 16**: 12/12 - 12/16 (FINALS)

**M**
**DUE**: Typeface 10 test. Twenty typefaces chosen from: *Typeface: Classic Typography for Contemporary Design* by Tamye Riggs
**DUE**: Full size poster front & back/plotter color