ADES 2510

TYPOGRAPHY 2

the syllabus // sixteen weeks of typographic greatness //

COURSE DESCRIPTION

3 hours. 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 choice, 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

Making and Breaking the Grid: A Graphic Design Layout Workshop, by Timothy Samara

SUGGESTED BOOKS

Shaping Text: Type, Typography and the Reader, by Jan Middendor

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 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

GRADE PERCENTAGES

ASSIGNMENT 1: Résumé Design 10%
ASSIGNMENT 2: Type Branding/Collateral and Menu Design 25%
ASSIGNMENT 3: Magazine Layout 25%
ASSIGNMENT 5: Booklet Design 40%

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.
ADES 2510
TYPOGRAPHY 2

"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 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’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.

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.

the syllabus // continued... //
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)

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.

“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
## ADES 2510
### TYPOGRAPHY 2

### the schedule // let's follow it... //

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>M</th>
<th>W</th>
<th>F</th>
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<tbody>
<tr>
<td>1.19-22</td>
<td>MLK Holiday</td>
<td><strong>INTRODUCE</strong>: Class policies, syllabus and projects</td>
<td><strong>LECTURE</strong>: Simple grids, page margins, white space, golden ratio, hierarchy, typographic parring, &amp; paper sizes.</td>
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<td><strong>INTRODUCE</strong>: Assignment 1: <em>Personal Resume Design</em></td>
<td><strong>ASSIGN</strong>: Resume research</td>
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<td><strong>ASSIGN</strong>: Typeface pairings</td>
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<tr>
<th>WEEK 2</th>
<th>M</th>
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<tbody>
<tr>
<td>1.25-29</td>
<td><strong>IN CLASS</strong>: Critique resume</td>
<td><strong>IN CLASS</strong>: Critique resume</td>
<td><strong>IN CLASS</strong>: Critique resume</td>
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<tr>
<th>WEEK 3</th>
<th>M</th>
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<tbody>
<tr>
<td>2.1-5</td>
<td><strong>IN CLASS</strong>: Critique resume</td>
<td><strong>INTRODUCE</strong>: Assignment 2: <em>Typographic Branding/Menu Design</em></td>
<td><strong>IN CLASS</strong>: Critique menu design, thumbnail sketches &amp; visual research. Revise</td>
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<td></td>
<td><strong>DUE</strong>: Assignment 1: <em>Personal Resume Design</em></td>
<td><strong>ASSIGN</strong>: Thumbnail sketches &amp; visual research</td>
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<tr>
<th>WEEK 4</th>
<th>M</th>
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<tbody>
<tr>
<td>2.8-12</td>
<td><strong>IN CLASS</strong>: Critique menu design, thumbnail sketches &amp; visual research. Revise</td>
<td><strong>IN CLASS</strong>: Critique menu design, thumbnail sketches &amp; visual research. Revise</td>
<td><strong>IN CLASS</strong>: Critique menu design, thumbnail sketches &amp; visual research. Implement best direction using InDesign</td>
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<thead>
<tr>
<th>WEEK 5</th>
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<tbody>
<tr>
<td>2.15-19</td>
<td><strong>IN CLASS</strong>: Critique menu design, InDesign layouts</td>
<td><strong>IN CLASS</strong>: Critique menu design, InDesign layouts</td>
<td><strong>IN CLASS</strong>: Critique menu design, plotter color.</td>
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<td></td>
<td><strong>ASSIGN</strong>: Color research</td>
<td><strong>COLOR</strong>: Color research</td>
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### the schedule // let's follow it... //

#### WEEK 6
2.22-26
**M**
**IN CLASS:** Critique Menu Design, plotter color.

**W**
**IN CLASS:** Critique Menu Design, plotter color.

**F**
**DUE:** Assignment 2:
Typographic Branding/Menu Design

**INTRODUCE:** Assignment 3:
Magazine Layout

**LECTURE:** The editorial grid

**ASSIGN:** Visual research & grid

#### WEEK 7
2.29 - 3.4
**M**
**IN CLASS:** Critique magazine design research & grid studies. Revise

**W**
**IN CLASS:** Critique magazine design research & grid studies. Revise

**F**
**IN CLASS:** Critique Magazine Layout research & grid studies. Select best direction

**ASSIGN:** Thumbnail sketches

#### WEEK 8
3.7-11
**M**
**IN CLASS:** Critique thumbnail sketches. Revise

**W**
**IN CLASS:** Critique thumbnail sketches. Revise

**F**
**IN CLASS:** Critique thumbnail sketches

**ASSIGN:** InDesign implementation

#### SPRING BREAK
WEEK 9 3.14-17

#### WEEK 10
3.21-25
**M**
**IN CLASS:** InDesign printout, of magazine layout, color laser. Revise

**W**
**IN CLASS:** InDesign printout, of magazine layout, color laser. Revise

**F**
**IN CLASS:** InDesign printout, of magazine layout, plotter color. Revise

#### WEEK 11
3.28 - 4.1
**M**
**DUE:** Magazine Layout

**INTRODUCE:** Assignment 4:
ReDesign classic text

**ASSIGN:** Visual & topic research

**W**
**IN CLASS:** Critique visual & topic research. Revise

**F**
**IN CLASS:** Critique visual, & topic research. Critique thumbnail sketches
# the schedule // let's follow it... //</br><br>## WEEK 12<br><br>**M**<br>4.6-10<br><br>**IN CLASS:** Critique thumbnail sketches.<br>Revises<br><br>**W**<br>4.9<br><br>**IN CLASS:** Critique thumbnail sketches.<br>Revises<br><br>**F**<br>4.10<br><br>**IN CLASS:** Critique thumbnail sketches.<br><br>## WEEK 13<br><br>**M**<br>4.13-17<br><br>**IN CLASS:** Critique thumbnail sketches.<br>Revises<br><br>**W**<br>4.16<br><br>**IN CLASS:** Critique thumbnail sketches.<br>Revises<br><br>**F**<br>4.17<br><br>**IN CLASS:** Critique thumbnail sketches.<br>**ASSIGN:** Computer implementation InDesign/Illustrator<br><br>## WEEK 14<br><br>**M**<br>4.18-22<br><br>**IN CLASS:** Critique computer implementation of booklet<br>InDesign/Illustrator, laser color<br><br>**W**<br>4.21<br><br>**IN CLASS:** Critique computer implementation of booklet<br>InDesign/Illustrator, laser color<br><br>**F**<br>4.22<br><br>**IN CLASS:** Critique computer implementation of booklet<br>InDesign/Illustrator, laser color<br><br>## WEEK 15<br><br>**M**<br>4.25-29<br><br>**IN CLASS:** Critique computer implementation of booklet<br>InDesign/Illustrator, plotter color<br><br>**W**<br>4.28<br><br>**IN CLASS:** Critique computer implementation of booklet<br>InDesign/Illustrator, plotter color<br><br>**F**<br>4.29<br><br>**IN CLASS:** Critique computer implementation of booklet<br>InDesign/Illustrator, plotter color<br><br>## WEEK 16<br><br>**M**<br>5.2-6<br><br>**IN CLASS:** Critique computer implementation of booklet<br>InDesign/Illustrator, plotter color<br><br>**W**<br>5.5<br><br>**IN CLASS:** Critique computer implementation of booklet<br>InDesign/Illustrator, plotter color<br><br>**F**<br>5.6<br><br>**IN CLASS:** Critique computer implementation of booklet<br>InDesign/Illustrator, plotter color<br><br>## WEEK 17 (FINALS WEEK)<br><br>**M**<br>5.11-15<br><br>**DUE:** Assignment 4: *Redesign classic text*