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.

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.

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, 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%
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 "0" 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 forth (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.

The syllabus // continued... //
the syllabus // continued... //

**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.”
the syllabus // continued... //
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
# Schedule

**JANUARY WEEK 1**

<table>
<thead>
<tr>
<th><strong>M</strong> MLK Holiday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>W</strong> <strong>INTRODUCE:</strong> Class policies, syllabus and projects</td>
</tr>
<tr>
<td><strong>W</strong> <strong>INTRODUCE:</strong> Assignment 1: Personal Resume Design</td>
</tr>
<tr>
<td><strong>ASSIGN:</strong> Resumé research</td>
</tr>
<tr>
<td><strong>ASSIGN:</strong> Resumé layout thumbnails</td>
</tr>
<tr>
<td><strong>LECTURE:</strong> Simple grids, page margins, white space, hierarchy, typographic paring, &amp; paper sizes, typeface pairings, and color palette</td>
</tr>
</tbody>
</table>

**WEEK 2**

| **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**

| **M** **IN CLASS:** Critique resumé layout, InDesign  |
| **ASSIGN:** Final Revisions  |
| **W** **ASSIGN:** Thumbnail sketches branding  |
| **DUE:** Assignment 1: Personal Resume Design  |
| **ASSIGN:** Thumbnail sketches & visual research menu  |
| **LECTURE:** Typographic branding/logotype  |
| **LECTURE:** Menu systems  |

**WEEK 4**

| **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**

| **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  |
ADES 2510
TYPOGRAPHY 2

THE SCHEDULE // let's follow it... //

WEEK 6
19-23

M IN CLASS: Critique menu design, final production
ASSIGN: Final comp

W DUE: Assignment 2: Typographic Branding/Menu Design
LECTURE: The editorial grid
ASSIGN: Visual research & grid studies, headline type study

IN INTRODUCE: Assignment 3: Magazine Layout

MARCH WEEK 7
26-2

IN CLASS: Critique magazine design research & grid studies
ASSIGN: Revisions
LECTURE: Creating dynamic rhythm/pacing while honoring the grid

W IN CLASS: Critique Magazine Layout research & grid studies, select best direction
ASSIGN: Thumbnail sketches

WEEK 8
5-9

M IN CLASS: Critique thumbnail sketches
ASSIGN: Revisions

M IN CLASS: Critique thumbnail sketches
ASSIGN: InDesign implementation

SPRING BREAK
WEEK 9: 12-16

WEEK 10
19-23

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
26-30

M DUE: Magazine Layout
INTRODUCE: Assignment 4: Zine
LECTURE: Illustration styles
ASSIGN: Revisions to research
ASSIGN: Thumbnail sketches

W IN CLASS: Critique visual & topic research
LECTURE: Zine layout
ASSIGN: Select debate, research
the schedule // let's follow it... //

**APRIL WEEK 12**

**2-6**

**M**

**IN CLASS:** Critique thumbnail sketches

**ASSIGN:** Revisions

**W**

**IN CLASS:** Critique thumbnail sketches, select best option

**ASSIGN:** Tight pencil comps

**WEEK 13**

**9-13**

**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

**IN DESIGN/Illustrator, laser color**

**W**

**IN CLASS:** Critique computer implementation of zine

**IN DESIGN/Illustrator, laser color**

**WEEK 15**

**23-27**

**M**

**IN CLASS:** Critique computer implementation of zine

**IN DESIGN/Illustrator, plotter color.**

**W**

**IN CLASS:** Critique computer implementation of zine

**IN DESIGN/Illustrator, plotter color.**

**MAY WEEK 16**

**30-4**

**M**

**IN CLASS:** Critique computer implementation of zine

**IN DESIGN/Illustrator, plotter color.**

**W**

**IN CLASS:** Critique computer implementation of zine

**IN DESIGN/Illustrator, plotter color.**

**WEEK 17 FINALS WEEK**

**7-11**

**DUE:** Assignment 4: *Zine*
ADES 2510
TYPOGRAPHY 2

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 Typograhy
Derek Birdsall, Notes on Book Design
Paul McNeil, The Visual History of Type
James Felici, The Complete Manual of Typography