ADES 2510

TYPOGRAPHY 2

the syllabus // *designing type systems and paragraphs on pages* //

COURSE DESCRIPTION

3 hours. Typography 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.

PREREQUISITES

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

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

COURSE STRUCTURE

This class will be extremely demanding in mental focus and commitment involving many hours of homework. You may expect that 70–80% of class time will be spent in critique and discussion of work completed outside of class. The remaining 20–30% will be spent 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 25%
ASSIGNMENT 2: Event Poster: Typographic Hierarchy 30%
ASSIGNMENT 3: Magazine Layout 45%

STUDENT COMPETITIONS

Having design work accepted into juried student competitions helps build credibility as a young designer. Plan to enter your student work in at least two (2) student competitions per academic year. Work with subject matter instructors to determine the most appropriate shows to enter. Always include winning accomplishments on your resume and feature this recognized work in your portfolios.

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ACCESS

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 email: eagleconnect.unt.edu

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 free tardies. After the first two tardies, every four tardies will equal one unexcused absence. Only two unexcused absences will be accepted. The third unexcused absence will lower your final semester grade by one letter grade. The forth unexcused absence will lower your grade by two letter grades. The fifth unexcused absence will lower your grade by three letter grades and so on. A total of six absences, excused or unexcused, will result in you receiving a failing grade 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

UNT 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 a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students 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 ODA website at disability.unt.edu. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

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 students 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). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials. 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. If the university is closed for more than one day, you should check the UNT website at www.unt.edu, the UNT Facebook page and @untEagleAlert for the latest information.

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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.

PLAGIARISM

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, 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 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. 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. Plagiarism is also 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.

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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SEXUAL HARASSMENT

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648.

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 FEEDBACK

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, 14 and 15 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 spot.unt.edu or email spot@unt.edu.

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 to success.unt.edu.

TECH REQUIREMENTS

You will need a laptop computer and Adobe Creative Suite software.
Students will need to purchase individual licenses for Adobe Creative Suite software to work remotely on personal computers. If you need financial assistance for this purchase, you may apply for emergency funds via the CARE act funding link at UNT.

UPDATES & CHANGES

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

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the syllabus // continued... //

COVID PROTOCOLS

I strongly request a face covering be worn in class, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions.

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone (these are built in to your Mac laptop) to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at https://online.unt.edu/learn.

Vaccinations are critical to the success of our return to typical operations. UNT encourages students, faculty and staff to get vaccinated and a booster shot when eligible. Vaccinations and boosters are available at the Student Health and Wellness Center.

Only those vaccines listed on CDC/WHO sites are approved for the UNT community. Please visit the Health Alerts Website for a list of approved vaccines.

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the contract // *sign it!* //

I acknowledge that I have read the course syllabus. I understand the course structure, grading, atten-dance 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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the schedule // *let's follow it...* //

....
WEEK 1   **M:**
J 17   **MLK JR DAY, NO CLASS**

W—ZOOM
Introduce Syllabus
READING: *Making & Breaking the Grid*, Grid Basics, p. 1-41
READING: Vignelli Canon (PDF)
LECTURE: Resume/collateral assignment: part of a system, show examples, letterhead and collateral systems: Modern/Classic
ASSIGN: Form analysis on 10 resume/letterhead based on pulled examples, 5 modern & 5 classic, post to Flickr
ASSIGN: Type branding research, find 30 examples of effective type branding, post to Flickr
ASSIGN: Type branding 20 thumbnails, post to Flickr
ASSIGN: Write copy content for resume

....
WEEK 2
J 24   **M—ZOOM**
READING: *Making & Breaking the Grid*, Building a Grid, p. 42-61
READING: Type composition & text formatting, https://practicaltypography.com
LECTURE: Grids
EXERCISE: Grids (experiment from examples pulled), post to Flickr
EXERCISE: Set personal contact information (you should use fake address/phone number etc.,) 10 iterations, post to Flickr
EXERCISE: Create 5 sets of graphic elements (part of style tile document) that will work as a system to include: rules, bullets, boxes, bands/bars, post to Flickr
ASSIGN: Create 5 PMS color palette options: 2/2 color palette and 5 with 3 color palettes, add to style tile doc, post to Flickr
ASSIGN: Revisions to best 5 type branding thumbnails, complete exercises, post to Flickr
ASSIGN: Thumbnails resumes: 10 modern, 10 classic, apply grid, graphic elements, copy and name/type branding, post to Flickr

W—ZOOM
READING: *Making & Breaking the Grid*, Using a Grid, p. 62-77
READING: Hierarchy PDF
READING: Combining typefaces/type pairing: https://creativecloud.adobe.com/discover/article/eight-tips-for-combining-typefaces
LECTURE: Type pairing, hierarchy, foundries, sourcing type and free fonts, and paper
EXERCISE: Create 5 sets of type pairing combinations, post to Flickr
EXERCISE: Typographic hierarchy, create 5 different systems (mine from type pairing sets) using 4 levels of hierarchy: L1, L2, L3 & L4, post to Flickr
ASSIGN: Trip to Clampitt Paper week 3
ASSIGN: Begin computer production of resume by dropping in copy, name treatment, graphic elements etc. to selected resume thumbnails, post to Flickr

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

....
FEBRUARY WEEK 3

J 31   **M**
CRITIQUE: Resume/Revise/Print on paper
ASSIGN: Collateral to include: letterhead, business cards & envelope thumbnails, post to Flickr

W
CRITIQUE: Resume/Revise/Print on paper
Choose best direction, collateral
ASSIGN: Remaining collateral pieces in the computer

....
WEEK 4

F 7   **M**
CRITIQUE: Collateral/Print on paper/revise

W
CRITIQUE: Collateral/Print on paper/revise for final presentation

....
WEEK 5

F 14   **M**
DUE: Resume/collateral project
LECTURE: Event Poster/Show past projects, professional work and Michael Beirut Yale posters
ASSIGN: Music performance from UNT's College of Music calendar of events
READING: https://eyeondesign.aiga.org/why-type-should-be-heard-as-much-as-seen/
LECTURE: Complex grids, rule of thirds
EXERCISE: Grid analysis from pulled examples, post to Flickr
LECTURE: Interpreting music typographically
ASSIGN: Experiment with 10 typographic iterations, post to Flickr

W
LECTURE: Alignment Thresholds
VIEW: Hierarchy & Alignment Thresholds with Tony Pritchard https://vimeo.com/13418563
EXERCISE: Follow Pritchard video to create 5 iterations of hierarchy and alignment thresholds using one typeface with provided copy, post to Flickr
EXERCISE: Create 5 sets of type pairing combinations, post to Flickr
EXERCISE: Applied typographic hierarchy, create 5 different systems (mine from type pairing sets) using 5 levels of hierarchy, post to Flickr
ASSIGN: Create 10 color palettes to include a range of options 2, 3, 4 color palettes, post to Flickr
LECTURE: Pulling it all together
ASSIGN: 10 thumbnails, post to Flickr

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

....
WEEK 6

F 21   **M**

CRITIQUE: Color palettes and thumbnails/choose best direction, revise

W

CRITIQUE: Revisions, implement in the computer

....
MARCH WEEK 7

F 28   **M**

CRITIQUE: Poster/Revise/Print on paper

W

CRITIQUE: Poster/Revise/Print on paper

....
WEEK 8

M 7   **M**

CRITIQUE: Poster/Revise/Print on paper

W

DUE: Event Poster, unmounted

....
WEEK 9

SPRING BREAK   Spring Break

M 14

....
WEEK 10

M 21   **M**

LECTURE: Editorial Layout, complex editorial grids
ASSIGN: Photographer research
ASSIGN: Photographer's image curation selecting 5-7 images, bring to class, DO NOT POST
EXERCISE: Grid sleuthing. Find underlying grids from examples, post to Flickr
EXERCISE: Grid analysis (experiment from examples pulled), post to Flickr
ASSIGN: Editorial designers' research, post to Flickr

W

LECTURE: Editorial type treatments
ASSIGN: Type branding 20 thumbnails, post to Flickr
EXERCISE: Opening spread design to include type treatment, byline, deck, folio and running footer, post to Flickr
EXERCISE: Deck design, post to Flickr
EXERCISE: Pull quote exploration, post to Flickr

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

....
WEEK 11

M 28   **M**

EXERCISE: Drop cap and/or opening paragraph options, post to Flickr
EXERCISE: Pull quote positioning explorations, post to Flickr
EXERCISE: Setting copy, justified and rag right, post to Flickr
ASSIGN: 10 Thumbnail explorations of opening & second spread, post to Flickr

W

LECTURE: Choosing type for copy vs display
EXERCISE: Type pairing, mixing 3-5 typefaces, post to Flickr
REVIEW: Typographic nuance, micro & macro. Typesetting: em & en, rags, rivers, small caps/all caps, adjusting glyph size, glyphs/printer's ornaments
CRITIQUE: 10 Thumbnail explorations of opening & second spread
Select best 2 directions/revise thumbnails, post to Flickr
ASSIGN: Third spread layout thumbnails, post to Flickr

....
APRIL WEEK 12

A 4   **M**

CRITIQUE: Thumbnails, select best direction, begin computer implementation
CRITIQUE: Third spread layout thumbnails/revise

W

CRITIQUE: Editorial spreads/printouts/revise, post to Flickr

....
WEEK 13

A 11   **M**

CRITIQUE: Editorial spreads/printouts/revise, post to Flickr

W

CRITIQUE: Editorial spreads/printouts/revise, post to Flickr

....
WEEK 14

A 18   **M**

CRITIQUE: Editorial spreads/printouts/revise, post to Flickr

W

CRITIQUE: Editorial spreads/printouts/revise, post to Flickr

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

....
WEEK 15

A 25   **M**

CRITIQUE: Editorial spreads/printouts/revise, post to Flickr

W

CRITIQUE: Editorial spreads/printouts/revise, post to Flickr

....
MAY WEEK 16

M 2   **M**

DUE: Editorial project, mounted to black foamcore

W

Last lecture

....
WEEK 17 FINALS

M 9 WEEK 14

A 18

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

WEBSITES

alphabettes.org
designobserver.com
commercialtype.com
fonts.com
fontsinuse.com
friendsoftype.com
ilovetypography.com
incredibletypes.com
letterformarchive.org
playtype.com
practicaltypography.com
thinkingwithtype.com
typewolf.com
typographica.org
typophile.com
typedia.com
typeverything.com
type-foundries-archive.com
typography-daily.com
underconsideration.com

PRINT PERIODICALS

Communication Arts Magazine
Eye

ADDITIONAL TITLES TO EXPLORE

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

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resources // *getting help...* //

TECHNICAL ASSISTANCE

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues. UNT Help Desk
www.unt.edu/helpdesk/index.htm
Email: helpdesk@unt.edu
Phone: 940-565-2324
In Person: Sage Hall, Room 330
Walk-In Availability: 8am–9pm
Telephone Availability:
✤ Sunday: noon–midnight
✤ Monday–Thursday: 8am–midnight
✤ Friday: 8am–5pm
✤ Saturday: 11am–3m
Laptop Checkout: 8am–7pm

STUDENT SUPPORT

SERVICES

✤ Registrar (https://registrar.unt.edu/registration)
✤ Financial Aid (https://financialaid.unt.edu/)
✤ Student Legal Services (https://studentaffairs.unt.edu/student-legal-services)
✤ Career Center (https://studentaffairs.unt.edu/career-center)
✤ Multicultural Center (https://edo.unt.edu/multicultural-center)
✤ Counseling and Testing Services (https://studentaffairs.unt.edu/counseling-and-testing-services)
✤ Student Affairs Care Team (https://studentaffairs.unt.edu/care)
✤ Student Health and Wellness Center (https://studentaffairs.unt.edu/student-health-and-wellness-center)
✤ Pride Alliance (https://edo.unt.edu/pridealliance)

ACADEMIC SUPPORT

SERVICES

✤ Academic Resource Center (https://clear.unt.edu/canvas/student-resources)
✤ Academic Success Center (https://success.unt.edu/asc)
✤ unt Libraries (https://library.unt.edu/)
✤ Writing Lab (http://writingcenter.unt.edu/)
✤ MathLab (https://math.unt.edu/mathlab)