course syllabus

COURSE DESCRIPTION //
This is a foundational course in Typography and Typographic Systems, and will provide a foundation for you to build your future education upon. We will introduce you to the world of type and where it lies within the world of User Experience Research and Design.

My responsibilities include providing you with a solid foundation of Typography including definitions, processes, and best industry practices.

I expect you to participate in your education by taking part in conversations and staying current with your readings. We will be moving at a rapid pace this semester and if you fall behind in readings it will be difficult to catch up.

CREDITS AND PREREQUISITES //
ADES 2513 is a 3 unit course. You must have successfully completed ADES 1513 and have been accepted into the UX track of communication design.

COURSE OBJECTIVES //
» Gain an understanding of type history, mechanics, and function
» Gain and understanding of digital type requirements, limitations, and implementation
» Exhibit the ability to develop and maintain a complex typographic system across multiple platforms
» Gain an understanding of how systems are utilized and facilitated in digital products

COURSE STRUCTURE //
This class will be studio based with lecture components and in-class exercises. Although portions are lecture, I will try to vary our in-class experience so that it captures your attention and requires your participation and interaction with your peers. You are the one that has the most impact on your education, I will try to facilitate and encourage it, but it is still your responsibility and opportunity to participate and engage in the course.

A tentative week-by-week schedule of course content will be available on the class Canvas site. This will be kept up to date and will always be the most current schedule for our course.

COURSE RESPONSIBILITIES //
I can provide you with the opportunity to learn (in the classroom), motivation to learn (your grade), and support for your learning experience (through feedback and individual assistance); I will be happy to assist you as you tackle the challenges you will face in this class. BUT, your responsibility is to attend all class sessions, to complete each and every assignment (both in and out of class), and to make the personal effort to master the concepts presented.
COURSE COMPONENTS //

**Adobe Creative Cloud**
In addition to the mandatory textbooks, you will be expected to maintain a Student license to the Adobe Creative Cloud. You should expect to maintain this license every year while in the UX design program at University of North Texas.

**InVision App**
You will be required to sign-up for a free student account with InVision App - a industry standard prototyping application. You can choose to use any prototyping tool you choose; however, you must submit your files as a hosted HTML web page.

**Sketch**
You will be required to acquire a student license for Sketch. The cost is $49, half of the usual $99 license fee. Sketch is fast becoming industry standard for designing interactive applications and prototypes.

**Interaction Design Foundation (interaction-design.org)**
You are required to acquire and maintain a student membership to this organization. The cost is $8/month (billed annually at $96).

**Tests, Quizzes & In-Class Assignments (20% of final grade)**
There will be several quizzes given randomly over the course of the semester on the readings assigned. Each quiz will be worth ~20 points.

**Projects (60% of final grade)**
There will be three (3) main projects in class. Each project will be uploaded to your website and the URL of the finished project will be turned in along with a digital process book (electronic PDF of your process work).

**Attendance and In-Class Participation (20% of final grade)**
You are expected to be in class each meeting time. Treat class as if it were your job. See the Attendance section for additional information. You are also expected to participate in in-class exercises and iClicker polls.

**Late work is NOT accepted. Projects will be accepted at the beginning of class.** If you will be late or absent the day that projects are due, make arrangements to deliver you work prior to class.

GRADING //
All projects or exercises will be due at the beginning of class. No late projects will be accepted for grading. You are responsible for turning work in on time, regardless of attendance.

Your final grade will be based on a strict average of all assignments. Your final grade will be rounded to the nearest 10th of a point.
- **A** 100-90.0%
- **B** 89.9-80%
- **C** 79.9-70.0%
- **D** 69.9-65%
- **F** 64.9-0%

CLASS LMS //
Canvas (http://unt.instructure.com/)

REQUIRED READING //
On Web Typography
Jason Santa Maria

Type on Screen
Ellen Lupton

Layout Essentials
Beth Tondreau

Lynda.com
ADDITIONAL RESOURCES //
producthunt.com
uxmag.com
smashingmagazine.com
aiga.org
printmag.com
commarts.com
howdesign.com
thedieeline.com
designobserver.com

ELECTRONIC DEVICES //
Cell phones, laptops, tablets and the like, can be incredible tools for learning and growth, but also have amazing potential to divert our attention and distract us from meaningful learning opportunities. With that in mind, I expect students to act responsibly with technology. Turn off ringers, be ready to respond to discussion questions, and not be a distraction to your neighbors or myself. I may ask you to put away electronic devices for certain activities or if I feel they are becoming a distraction to others. The bottom line is it is in your best interest to get the most out of this course and ultimately your decision to be a diligent student or distracted seat warmer—so use technology wisely. Please do not use class time to check social media, shop, or whatever else might distract you or your classmates.

STUDENT COMMUNICATION AND COURSE UPDATES //
All student communication and course updates will be conducted through the classes Canvas site and/or unt e-mail. You will need to monitor your unt e-mail for these updates and course communications. It is not possible or feasible for faculty to communicate to students via personal email accounts, so you will need to regularly monitor your unt email or forward it to an alternative e-mail account.

When contacting the professor, please utilize e-mail rather than Canvas messaging. If you need extended feedback please schedule or utilize office hours. As a rule of thumb, if your question requires more than a few sentence reply, please talk to the professor in person.

ATTENDANCE //
Attendance is mandatory. Only two absences will be accepted. Each absence beyond two will reduce your final semester grade by one full letter grade. So, three unexcused absences will result in lowering of your final grade by one letter, four will lower it by two, etc. Five absences, excused or unexcused, will result in a failing grade.

Attendance will be taken at the start of class. If you miss attendance, it’s your responsibility to check-in with me. Up to ten minutes late will be acceptable, but will count as a tardy. You are given three free tardies. After that every three tardies will be considered an absence from class. If you come to class after the ten minute tardy window, you will be considered absent.

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.

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. Communication through email is preferred.

ACADEMIC INTEGRITY //
Students caught cheating or plagiarizing will receive an ‘F’ 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.

**DISABILITIES ACCOMMODATION //**
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable 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 reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. 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. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

**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, res, 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 http://www.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.

**STUDENT RIGHTS AND 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.

**EMERGENCY PROCEDURES //**
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 there until an all clear signal is sounded. Follow your teacher’s instructions and act accordingly.

**FINANCIAL AID AND SATISFACTORY ACADEMIC PROGRESS //**
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 before doing so.

**CONFIDENTIALITY STATEMENT //**
Programmatic information, base building drawing and documentation, electronic files, and hard copies are typically provided for this class by a professional design office or practitioner. These materials are for instructional use only and may not be mass-produced or distributed for any purpose other than to fulfill course requirements for this class.

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

I, ____________________________________, acknowledge that I have read the course syllabus for ADES 2513. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions.

STUDENT NAME (PLEASE PRINT)

STUDENT SIGNATURE

DATE

PERMISSION TO USE STUDENT WORK //

I, ____________________________________, am a student at the University of North Texas (UNT) and I am enrolled in ADES 2513, Typographic Systems. By my signature below I hereby grant permission to UNT to use, copy, reproduce, publish, distribute, or display any and all works created to comply with the requirements of this course in accordance with the terms set forth below. Additionally, I consent to the disclosure of the work created in this class as may be accompanied by my name and other personally identifiable information for purposes set forth below.

Scope of permission. This permission extends to the use of the described work and images of such work: (1) for academic purposes in order to demonstrate examples of student work to current and future UNT students; (2) for public display in the galleries or on the campus of UNT or on UNT websites; (3) for promotional materials created by UNT in all forms of media now known or later developed, including but not limited to exhibition catalogues, direct mail, websites, advertising, and classroom presentations. My permission is on-going and will continue until such time as I revoke it by giving UNT three months written notice of revocation to the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

Certificate of ownership. I am the owner of all work submitted in accordance with the requirements of the named course and the work is not subject to any grant or restriction that would prevent its use consistent with this permission. All aspects of the work are original to me and have not been copied. I understand that as owner of the work I have the right to control all reproduction, copying, and use of the work in accordance with US copyright laws.

Privacy Release. I hereby authorize and consent to the release, maintenance, and display of my name if necessary and any other personally identifiable information that I have provided in connection with the work and its use in accordance with the terms of this agreement.

Signature. By signing below I hereby grant the permissions indicated above. I understand that this grant of permission relates only to the use of the described work. This is not an exclusive right and I may sell, give, or otherwise transfer the rights to such work to others on a non-exclusive or exclusive basis. However, in the event that I do sell, give or otherwise transfer ownership or the exclusive right to use my work to another party, I will notify UNT immediately in writing through the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

I have read, understand, and agree to the terms of this permission form:

STUDENT SIGNATURE

STUDENT NAME (PLEASE PRINT)

DATE