the syllabus (because knowledge is power)

COURSE DESCRIPTION
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. Course number: 12456

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
Type Matters! by Jim Williams

COURSE OBJECTIVES
A Define and demonstrate a mastery of typography, parts of 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 presentation technical proficiency design/ideation
PERFORMANCE: attitude deadlines participation engagement proactivity/curiosity
PROFESSIONALISM: presentation follows instructions critique class interaction
ASSIGNMENT 1: Monogram 15%
ASSIGNMENT 2: Typographic Mashup 20%
ASSIGNMENT 3: Evocative Typography 25%
ASSIGNMENT 4: Type Poster 35%
RESEARCH: Type ID/quiz 5%
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.

The real issue is not talent as an independent element, but talent in relationship to will, desire, and persistence. Talent without these things vanishes and even modest talent with those characteristics grows.

MILTON GLASER
If you think it’s cheating or copying, then it probably is. Don’t do it.
WHITNEY HOLDEN

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.

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.

**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.

You can’t be a good typographer if you aren’t a good reader.

STEPHEN COLES, FONTSTRUCT
the syllabus (cont.)

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.

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.

Read up-to-date University pandemic policies and procedures at https://vpaa.unt.edu/return and https://healthalerts.unt.edu.

“Try not! Do or do not. There is no try. OLD YODA”
the schedule (sixteen weeks of non-stop typographic fun!)

WEEK 1 — 8/23

MONDAY
Intro: Syllabus, attendance, required books and supplies
Reading: Lettering & Type, pages 1-35
    Thinking with Type, Letter, pages 11-58
Lecture: Monogram assignment, setting up Flickr account and process notebooks
Assignment: 40 monogram thumbnails, 20 (serif typeface), 20 (sans-serif typeface)

WEDNESDAY
Assignment: 20 monogram revisions, (10 serif/10 sans-serif)
Lecture: Typographic anatomy, identification and end of semester quiz

WEEK 2 — 8/30

MONDAY
Assignment: Select best 4 directions: full-size tight pencils, (2 serif/2 sans-serif)

WEDNESDAY
Assignment: Pen tool (Illustrator) full-size monograms black and white (1 serif/1 sans-serif)
Print out black and white laser for critique.

WEEK 3 — 9/6

MONDAY
LABOR DAY HOLIDAY

WEDNESDAY
Assignment: Revisions/final monograms
due: Typographic anatomy test

WEEK 4 — 9/13

MONDAY
Due: Revisions/final monograms
Demo: Organizing process thumbnails for project
Demo: Mounting monogram on 10 x 15 inch black presentation board

WEDNESDAY
Due: Final Monogram mounted to black board
Lecture: Typographic Mashup assignment
Assignment: 20 thumbnails: 10 for each typeface, due beginning of next class

WEEK 5 — 9/20

MONDAY
Critique: 20 thumbnails
Assignment: Revise 20 thumbnail studies, due beginning of next class

WEDNESDAY
Assignment: 3 tight pencil iterations of the best 2 solutions, (1 inch cap height) due beginning of next class
the schedule (cont.)

WEEK 6 — 9/27

MONDAY
Assignment: Final tight pencil of the final two solutions, (2 inch cap height)

WEDNESDAY
Assignment: First pen tooled vector iteration of final two solutions

WEEK 7 — 10/4

MONDAY
Assignment: Revisions for final presentation next class

WEDNESDAY
Assignment: Final revisions and family genealogy chart
Demo: Adding final solutions to typographic genealogy chart, mounted to 10x15 inch black presentation board

WEEK 8 — 10/11

MONDAY
Due: Final Type Mashup assignment to include family genealogy chart mounted to black presentation board
Lecture: Evocative Type assignment
Assignment: Research (digital composition studies + word list) and generate 30 thumbnails
Reading: Lettering & Type, Designing Typefaces pages 97-121

WEDNESDAY
Assignment: 10 revisions, migrating to rough pencils from thumbnails

WEEK 9 — 10/18

MONDAY
Assign: 3 tight pencils

WEDNESDAY
Assign: Select best direction, begin pen tooling and explore 15 color studies
Bring plotter color printouts to next class

WEEK 10 — 10/25

MONDAY
Assignment: Revisions to color & pen tooling

WEDNESDAY
Assignment: Final revisions
Demo: Mounting project to 10 x 15 inch black presentation board
Lecture: Type Poster assignment, plastic evocative nature of type
Assignment: Research for typographic poster design
Assignment: Twenty-five appropriate typeface selections for your assigned poster
Reading: Lettering & Type, Creating Letters pages 46-74, Thinking with Type, Text & The Grid, pages 61-160
WEEK 11 — 11/1

MONDAY
Due: Final Evocative Type assignment mounted to black board
Assignment: 30 thumbnail explorations, (3 x 4.5 inches)
Assignment: Research for typographic poster design
Lecture: Visual hierarchy

WEDNESDAY
Critique: 30 thumbnail explorations, (3 x 4.5 inches)
Assignment: Revisions: 5 quarter-size explorations of selected work from critique (6 x 9 inches)

WEEK 12 — 11/8

MONDAY
Assignment: Revisions: Select best two directions, sketch final tight pencils (6 x 9 inches)
Assignment: 20 color palette studies
Lecture: Color in amounts/color inspiration

WEDNESDAY
Assign: Computer implementation of best direction, bring plotter color printouts next class
Reading: Type Matters!

WEEK 13 — 11/15

MONDAY
Assignment: Revisions to color and layout, bring plotter color printouts next class

WEDNESDAY
Assignment: Revisions to color and layout, bring plotter color printouts next class
Discuss: Review and process notebooks

WEEK 14 — 11/22 (THANKSGIVING)

MONDAY
Assign: Final full-size Type Poster assignment 24 x 36 inches digital file and organize process

WEDNESDAY
Guest Speaker:

WEEK 15 — 11/29 (SOPHOMORE REVIEW)

MONDAY
Assignment: Final revisions, to poster and organize process

WEDNESDAY
Sophomore Review: Work from Type 1 / Image Making & Color Theory will be reviewed

WEEK 16 — 12/6 (FINAL: AGREED UPON FINAL MEETING TIME)
DUE: Type identification quiz
model release (a star is born!)

WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT

In consideration for the expectation of publicity and acknowledgment for ____________________________
(property) and any valuable consideration, I hereby release, waive, discharge and covenant not to
sue the University of North Texas, the Board of Regents of the State of Texas, their officers, servants,
agents, or employees of UNT from any and all liability, claims, demands, actions, and causes of action
whatsoever arising out of or related to any loss damage, injury including death that may be sustained
by me, or to any property belonging to me, whether caused by the negligence of UNT, or otherwise
for the use of images of property which I own and or have full authority to license for such uses,
regardless of whether said use is made in conjunction with my own name, company name, or with
a fictitious name, or whether said use is made in color, black and white, video, or otherwise, or other
derivative works made thought any medium. I waive any right that I may have to inspect or approve
the photos or finished versions incorporating the photos, including written copy that may be used in
connection therewith.

VOLUNTARY ASSUMPTION OF RISK OF LOSS

To the best of my knowledge, I can fully participate in any publicity. I am fully aware of the risks and
hazards connected with the activity including, but not limited to, the risks as noted herein, and I
hereby elect to voluntarily participate in publicity and to engage in publicity may be hazardous to me
and property. I voluntarily assume full responsibility for any risks of loss, property damage, illness or
personal injury, including death, that may be sustained by me, or any loss or damage to my property,
as a result of being engaged in publicity.

I agree to indemnify and hold harmless UNT from any loss, liability, damage, or costs, including
court costs, and attorney’s fees that may be incurred due to my participation in publicity.

I understand that UNT will not be responsible for any medical costs associated with any injury that I
may sustain while participating in publicity.

I understand that I should and am urged by UNT to obtain adequate health and accident insurance
to cover any personal injury or property loss to myself or property that may be sustained during
publicity.

It is my express intent that this agreement shall bind the members of my family and spouse, if
I am alive, and my heirs, assigns, and personal representative, if I am not alive, shall be deemed as a
release, waiver, discharge, and covenant not to sue UNT and that this agreement shall be
construed in accordance with the laws of the State of Texas.

In signing this release as a participant in publicity, I certify that I have read the foregoing waiver
of liability and hold harmless agreement, I understand it, and I sign it voluntarily as my own free act
and deed; no oral representations, statements, or inducements, apart from the foregoing written
agreement, have been made.

I am at least 18 years of age, and fully competent; or if under 18 years of age, my parent or legal
guardian’s approval and signature has been obtained; and I execute this release for full, adequate, and
complete consideration fully intending to be bound by the same.

IN WITNESS THEREOF, I have hereunto set my hand on this_________________________
day of ____________________, 20_____

Participant’s signature (required)

____________________________________

SIGNATURE

____________________________________

WITNESS
student work (permission to brag about you)

PERMISSION TO USE STUDENT WORK

1. Grant of Permission. I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in _________________ (name of course). 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 as set forth below.

2. 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 the UNT or on the UNT website; (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.

3. 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 U.S. copyright laws.

4. 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 Date

By signing the contract for this course 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.
**The Contract** *(we need your autograph, please.)*

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

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

__________________________  ________________________  ______________________
NAME (PRINT)                     SIGNATURE                        DATE

And:

“I agree to the terms and conditions outlined in the *UNT Legal Model Release Form* contract.”

__________________________  ________________________  ______________________
PRINT NAME                     SIGNATURE                        DATE