TYPOGRAPHY - ART 3371
Schedule: Fall 2017 MWF 8:00 AM–9:50 AM; Carr 202
Information: Edwin.cuenco@angelo.edu; Carr 242; 942-6019
Office Hours: MWF 7am–8am/10am–11am; TR 7am–8am/4pm–5pm; before/during/after class; or by appt

Catalogue Description
A course designed to explore typographical form in the graphic arts as a means of social and commercial communication. Application of typographical principles and analysis of design will be stressed. 3 Credit hours

Course Outline
Typography is the most basic element of graphic design. The class will provide the groundwork for innovative and effective typographic practice upon which other related graphic design courses are build on. It relies upon the exploration of letterforms in both theoretical and practical aspects. Emphasis is placed on practical issues of using type effectively, hierarchy, legibility, and visual solutions through artistic typographic applications.

Recommended Textbooks
A Type Primer by John Kane; The Digital Designer 101 by Stephen Pite

Recommended Supplies
Pencils, pens, erasers, scissors, sketchpad, USB portable drives, online backup, foamboards, spray adhesive, box cutter, steel rule

Justification of the Course
The course provides an introduction to the study of the letterform as a foundation of graphic design. It focuses on how typography can be used a communication device as well as a graphic, compositional, and expressive element of design. Areas explored include letterforms in relation to images, texture, color, hierarchy, grid structures, and practical issues of setting and using type effectively. Students will develop an understanding of the language of typography, which includes application, technology, and craftsmanship.

Course Objectives
1. Social responsibility is the broad student-learning goal for this course that includes intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in the regional, national and global communities.
2. Develop skills of a socially responsible citizen and graphic designer.
3. Become proficient in the use of computer applications used in graphic design.
4. Create artworks by integrating type, color, image, illustration and page layout.
5. Acquire digital skills needed to produce designs for subsequent graphic courses.
6. Produce a graphic design portfolio geared for future internship and employment purposes.

General Education Goals
The general education curriculum of the College of Arts and Humanities is designed to provide a foundation for knowledge to educate people and develop the capacity for an individual to expand that knowledge over their lifetime. At the end of the semester students will be able to:
a. Communicate effectively and think critically.
b. Develop ethical perspectives.
c. Apply scientific and quantitative reasoning.
d. Demonstrate knowledge of the arts and humanities.
e. Understand wellness concepts.
Course Assessment
To do well in this course, plan an average of at least 6-8 hours of work per week outside of class. Project schedules are designed to give students time for critical and creative revisions. The initial draft layouts leading to the final version of a project should represent active experimentation, critical self-assessment, and personal commitment to the work. Arrive at class on time with your materials, your projects prepared, and ready to work. There will be regular breaks in class. While in class, you are expected to work on class assignments and web/online usage should be limited to class related research. Class presence and participation points are given to encourage your active class participation and discussion. You are expected to be an enthusiastic participant in this class and take proud ownership of your work and development as a creative professional. The function of class critiques is to receive feedback on your work while building essential skills of presentation, sales and marketing. Commitment as indicated above includes meeting deadlines, class participation interest, technical skill effort, level of craftsmanship and evidence of having a strong, consistent work ethic.

Grading Criteria
Your grade will be based upon your performance in a mid-semester and final project presentation. A project will be evaluated by the following criteria:
1. Showing initiative to the project, class participation, following instructions and meeting deadlines.
2. Appropriateness of solution to a project design brief.
3. Uniqueness of application, demonstration of creativity, and experimentation.
4. Craftsmanship and attention to detail.
5. Oral presentation and class participation.
6. Regular class and Art major/minor attendance.

Grade Breakdown
Projects are determined by specific criteria, each assigned with a value (1)—(4) and calculated equally per project to arrive at a final course grade at the end of the semester. Grading is based upon the standard system of A, B, C, D, F. Missed work will be reviewed on an individual basis and accepted only in case of a valid documented excused; or otherwise be considered late and reduced to a full letter grade upon submission during the next class meeting—no exemptions. Failure to do so will result in an F grade. The student may be given a failing grade for any assignment, course work, examination, or class project involved in the act of misconduct. No makeup class project will be given unless the absence was the result of an excused absence. The student must provide official documentation in advance if they cannot perform certain tasks such as oral presentations in front of audiences and clients during project deadlines.

Coursework
Students are expected to complete all assignments ON TIME. This means putting forth your best effort and producing work that addresses the parameters and demonstrates the concept of the assignment, is well edited and adequately presented—an artwork that you are proud of and is worthy to represent an honorable approach to the subject. Each project will be provided with a detailed project Spec Sheet. Be sure to follow the instructions carefully. Read the directions prior to handing in your projects. Failure to comply with these instructions will affect your grade. We will critique work-in-progress as well as finished projects. Class and faculty critiques are meant to develop skills of presentation and discussion, and should be approached in a professional manner. The presentation of work is an essential part of the project as well as your development as a creative professional. Creating the work is only part of the process—you must be able to present your work as the right solution to the design problem. Students are expected to contribute actively to a positive classroom environment and expected to treat each other with utmost respect. Asking questions in a constructive, supportive and positive manner will be encouraged and expected. Unexcused absences, late arrivals and early departures, inappropriate use digital mobile devices, lack of preparation, Inattentiveness or unwilling to discuss your project will affect your ability to contribute to a positive classroom environment and will be graded accordingly. Unless instructed otherwise, work must be in the following formats (PDF, JPG, AI, PSD) to be accepted for review, class viewing or grading. Any work brought into class after a graded class critique has started will be counted as late and reduced to lower grade unless allowed by faculty. All artworks will be due at specific dates as outlined in the project Spec Sheet schedule. Class assignments must be submitted at the start of class and will include the following: (PDF, JPG, AI, PSD); labeled color printout 11”x17” size; and student oral presentation.
Visual Art Themes
A fine arts education is an open-minded tolerance for ideas and modes of expression that might sometimes conflict with one’s personal values. By being exposed to such ideas or expressions, students are not expected to endorse or adopt them but rather to understand that they are part of the free flow of information upon which higher education depends. To this end, you may find that certain class requirements may include engaging certain materials, such as themes/ideas, persons/characters, books, films, songs, literature, history, social and/or political beliefs, wars, religions, graphic images, photographs and artworks, which may, in whole or in part, indirectly offend you. These materials are equivalent to required information and might be essential to the course content. However, if you choose to decline to engage the required material by not reading, viewing, or performing material you consider unpleasant, you will still be required to meet the class requirements in order to earn credit. This may require responding to the content of an alternative course material or topic amenable both to you and the faculty for appropriate grade completion.

Backing Up Your Digital Files
Carr 202 is an open classroom lab. It is the responsibility of all students to secure their personal safety and property before, during, and after class hours at all times while in university premises. Losing assignments and work due to a failed digital media, lost, or overwritten files is not an excuse for missed and late work. Please note that lab computer student files are normally deleted by end of day.

Software Training
Basic computer knowledge is required, so a certain amount of familiarity with the software used in class is at least expected. Please note that while there will be adequate software tutorials covered in class—it is your utmost responsibility to further develop the essential technical software skills needed to complete your assignments.

Student Honor Code and Academic Integrity
ASU expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web versions of the ASU Student Handbook. Plagiarism will not be treated lightly in this course. This class is focused on generating and developing your own ORIGINAL DESIGNS. This does not mean that references can not be used—but copying, tracing, or using the actual work of others without documenting or showing significant changes (80% modification from copied artwork) in creating your own new design can lead to failing the assignment. Online tutorials may be used to learning a technique, however the student must apply that technique to their own original concept and not include images supplied by the tutorial. Make sure to post references of your sources and keep working in creating your original ideas.

Attendance Policy
Attendance is vital since a good deal of learning involving concepts, skills, and interaction with other students take place in class. Students are required to attend all scheduled class meetings, arrive on time, stay for the entire class period, and participate in all activities. Regular class attendance will be taken daily by a sign-up sheet. It is the responsibility of the student to sign the attendance sheet if they want to be counted present. FAILURE TO SIGN THE ATTENDANCE SHEET WILL RESULT IN AN UNEXCUSED ABSENCE. You will be marked late if you are more than fifteen (15) minutes tardy; or leave class thirty (30) minutes early without faculty permission. Any false signatures will result in zero participation grades for all parties involved. Failure to attend class or arriving late may impact your ability to achieve course objectives, which could affect your final grade. In fairness to everyone in class, students must provide official documentation if they cannot arrive to class on time due to medical, personal, emotional, physical, mental, geographic location, transportation and residential challenges, or prior departmental and/or faculty exemption to be excused. If the faculty is late in arriving to class, you must wait fifteen (15) minutes after the start of class before you may leave without being counted absent, or you must follow any written instructions the faculty may give you about their anticipated tardiness. An absence, excused or unexcused, does not relieve a student of any course requirement. If you are unable to attend class you are responsible for class notes and assignments given or announced on those classes that you did not attend.
Excessive absences will be reported to the administration and will affect your final grade. If the student accumulates more than three (3) unexcused absences their grade will be reduced to a full letter grade, and continue to be deducted for each additional unexcused absence. Pls note three (3) tardiness equal one (1) absence. The accumulation of more than six (6) unexcused absences will result in automatic FAILURE from class—no exemptions.

In this regard, it is the student's responsibility to withdraw from class if they do not want to receive a failing grade. A grade of Incomplete can only be granted for documented purposes. In the event of a prolonged illness or family emergency, please contact the faculty or have a family member contact the department as soon as possible. Furthermore, it is the student’s responsibility to contact the Office of Student Services at 942-2193 to document their circumstance. An Incomplete grade will not be granted for students missing more than eight (8) classes and/or for students who do not contact the Office of Student Services.

NOTE: An excused absence will be granted for documented reasons and must be verified by an appropriate third party i.e. police report, funeral notice, employment and government letter, official university activity, observance of government and religious holidays, personal or family emergencies, or a note from the student's medical practitioner stating the patient's inability to arrive on time and attend class, missed an assignment, or complete certain project tasks for the duration of the semester.

**Classroom Expectations**

The theme of this class is RESPECT and helping everybody in class succeed! I will treat you with respect and I expect the same treatment from you. However no one is perfect in this world—and that is why I ask you to be more respectful, considerate, understanding and supportive of your classmates and faculty in class. Try your best to practice common courtesy at all times. Avoid coming habitually to class. Students, who do not remain in class, take excessive breaks, or who are late after the break will be counted absent. Likewise you are not allowed to work on other art studio or assignments during class time without permission. If you do so, you will be asked to leave and be counted absent. Please wear the proper attire suited to working in an art studio course. The environment for the class must be conducive to learning at all times.

Offensive behavior, loud and disrespectful language will not be tolerated in class. Students who engage in disruptive actions, excessive loud talking, interrupt class with digital mobile devices, or extensive socializing during class hours will be asked to leave and be counted absent. Students who continue to display rude and disrespectful behavior will be given a verbal warning. However if the behavior continues, students will be ask to meet with the faculty, Art Area Coordinator and/or Department Chair to discuss the situation before being allowed back or drop from class for the semester. As part of your educational experience, you may be expected to participate in class exhibitions (print and online), provide pro bono design services to non-profit organizations, university department events, attend field trips and art exhibitions located on/off campus.

**Students with Disabilities**

Persons with a disability who may warrant academic accommodation must contact the Office of Student Services, Room 112, Houston Harte University Center, or (325) 942-2211, in order to request such accommodation prior to any accommodation being implemented. Students are encouraged to make this request early in the semester so that appropriate arrangement can be made. Furthermore, the instructor is not required to anticipate the needs of students with disabilities.

**Art Major/Minor Meetings**

All art majors and minors, attending art courses at Angelo State University during the present semester, are to meet three times during the semester for a general meeting, as part of the requirements of the art courses taken. The monthly meeting will take place from 4–5 PM. These meeting are designed to regularly communicate significant information to all art majors and minors and are to be understood as being a component of the student’s degree program. Meetings are generally held in room Carr 101.
Failure to attend any of these meetings will result in a deduction of three and one third (3.3) points for each missed meeting from the final grade of the course or courses, which the student is enrolled during the semester the meeting was missed. Therefore, missing all three (3) meetings will result in the reduction of the final grade by one letter grade. Attendance slips will be handed out at the end of each meeting, which must be legibly signed and dated, then returned to a faculty or VPA secretary within two (2) days to receive credit for attendance. Please remember that these meetings were designed for the benefit of the art student and are to be taken seriously. Students can contact Randy Hall, Art Program Area Coordinator for any further questions.

**Reminder**

Carr 202 is an open classroom lab. Student artworks, digital files, art supplies and other personal materials left in Carr 202 after the last day of class will be deleted, recycled, donated and/or disposed of according to department policy.

**Tentative Course Schedule**

These approximate dates may change or overlap. Dates and information will be given in project spec sheets throughout the semester.

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<tr>
<th>Week 1</th>
<th>Lectures and Exercises</th>
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<tr>
<td>Week 2–4</td>
<td>Project 1</td>
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<td>Initial project ideas, research and revisions</td>
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<td>Lab hour production work</td>
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<td>Graded critique and presentation</td>
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<td>Week 5–7</td>
<td>Project 2</td>
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<td>Initial project ideas, research and revisions</td>
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<td>Week 8–10</td>
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<td>Week 11–13</td>
<td>Project 4</td>
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<td>Initial project ideas, research and revisions</td>
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<td>Lab hour production work</td>
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<td>Graded critique and presentation</td>
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<td>Week 14–15</td>
<td>Lab and Finals</td>
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**Important Dates**

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<td>Sept 4</td>
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<td>Oct 16–20</td>
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<td>Nov 3</td>
<td>Last Day to Drop/Withdraw</td>
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<td>Nov 22–24</td>
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<td>Dec 11–14</td>
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<td>Commencement</td>
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Disclaimer: This syllabus is subject to change or revisions at any time during the semester. It is the responsibility of the student to be aware of any changes if they occur.