

TYPOGRAPHY - ART 4371

Fall 2019 MWF 8:00am–9:50am; Carr 202

Instructor: Edwin Cuenco Office: Carr 242

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Office Hours: MWF 7am-8am; F 7am-8am; 10am-12nn; TR 7am-8am; before/after/during class or by appointment

Course 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

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 built upon. 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 Textbook

A Type Primer by John Kane; Graphic Design Solutions by Robin Landa; A History of Graphic Design by Philip Meggs; The Digital Designer 101 by Stephen Pite

Recommended Supplies

Pencils, pens, erasers, scissors, foamboards, adhesive, box cutter, steel ruler, sketchpad, cameras, USB drives and cloud account

Justification of the Course

The class is an introduction to the study of the letterform as a foundation of graphic design. It focuses on how typography can be used as 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.

IDEA Graphic Design Learning Outcomes

- a. Develop creative capacities. (graphic design)
- b. Gaining a BASIC understanding of the subject. (industry knowledge, methods, applications)
- c. Develop specific skills, competencies, and points of view needed by professionals in the graphic design industry.

Course Objectives

1. Social responsibility is the broad student-learning foundation goal for this course. It includes intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in the regional, national, and international communities
2. Develop skills of a socially responsible citizen and graphic designer
3. Demonstrate knowledge of computer graphics and design
4. Provide an avenue of promoting your digital artworks
5. Enhance your digital skills needed to produce artwork for subsequent graphic courses
6. Create a graphic design portfolio geared for employment purposes

General Education Goals

The general education curriculum is designed to provide a foundation for knowledge to educate people and to develop the capacity for an individual to expand that knowledge over his or her lifetime. At the end of the course 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 on 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 layout leading to the final version of a project should represent active experimentation, critical self-assessment, and personal commitment of your work.

- a. Meeting deadlines and completion of assignment specifications
- b. Understanding and successful use of design elements and composition
- c. Proficient craftsmanship in production and prepared class presentation
- d. Regular class and major/minor meeting attendance
- e. Understanding of basic graphic design and aesthetic values
- f. Individual artistic expression and originality of design work

Grading Criteria

In general, grades are determined by how well assignment objectives have been met, development of the idea, creativity and originality, technique, completeness of work, and class participation. Additional grading criteria will be outlined with each individual assignment and graded accordingly. Work must be submitted according to instructor's guidelines COMPLETED AND ON TIME at the beginning of class on due dates. Late work will be reviewed on an individual basis and with a documented excused only.

Grade Breakdown

Projects are determined by specific criteria, each assigned with a value between (1) to (4) and calculated equally per project to arrive at a final course grade at the end of the semester. Missed work will be reviewed on an individual basis and accepted only in case of documented health, university and family or personal purposes; or otherwise be considered LATE and reduced to a full letter grade upon submission during the next class meeting with 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 unavoidable physical accident, a sudden illness, or a personal or family emergency. An excused absence will be granted for documented reasons only i.e. police report, funeral notice, employment letter, official university activity, observance of government and religious holidays, personal or family emergencies, or a note from the student's doctor stating the student's inability to attend class or missed the test.

A (4.0) to A- (3.5) Outstanding to excellent work in projects and assignments; class participation and attendance

B (3.0) to B- (2.5) Average work in projects and assignments; follows instructions and regularly attendance

C (2.0) to C (1.5) Adequate work in projects and assignments; attendance within minimum class requirement

D (1.0) Barely acceptable work; failing to complete all assignments; excessive class tardiness or absences

F (0) Fail; Non-submission

Coursework

Each assignment 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 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 and 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. Absences, late arrivals and early departures, inappropriate use of cell phones or laptops, lack of preparation, inattentiveness, or unwillingness to discuss your research 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, IND, XD) 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. All works will be due at specific dates as outlined in the project spec sheet schedule.

Visual Art Theme Class Assignments

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 books, films, images and artworks, which may, in whole or in part, indirectly offend you. These materials are equivalent to required texts that are essential to the course content. 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 with supporting official documentation as provided by the concern student.

Backing Up Your Files

Losing work due to a failed digital media, lost, or overwritten files is NOT AN EXCUSE for missed and late class assignments. Students are expected to have an effective backup strategy for all their working and final files. Please note that Carr-EFA Mac Lab 202 are always accessible and/or computers updated/ erased by the IT Department at any time throughout the semester without prior notification.

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 PERSONAL RESPONSIBILITY to further develop the essential technical computer skills needed to complete your class assignments.

Student Honor Code and Academic Integrity

Angelo State University 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 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 cannot be used but copying, tracing, or using the actual work of others without documenting or showing significant changes (75% modification from original artwork) in creating your artwork and can lead to a reduced full letter grade or failing the assignment. Make sure to post references of your sources and keep working in developing your own original designs.

Attendance Policy

Regular class attendance is a required student's obligation and will be taken daily by a sign-in 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 tardy if you are more than (30) minutes late; or marked absent if you arrive late or leave class (30) minutes early without instructor permission. Any false signatures will result in zero participation grades for all parties involved. Failure to attend class or arriving (30) minutes late may impact your ability to achieve course objectives, which could affect your final grade. If the faculty is late in arriving to class, you must wait (30) minutes after the start of class before you may leave without being counted absent, or you must follow any written instructions I may give you about my anticipated tardiness.

An absence, excused or unexcused, does not relieve a student of any course requirement. Excessive absences will be reported to the VPA Art Office and will affect your final grade. If the student accumulates more than (3) unexcused absences the student grade will be reduced to a full letter grade and continue to be reduced for each additional unexcused absence. The accumulation of more than (6) unexcused absences will result in FAILURE from class unless warranted by other unavoidable and excused circumstances. In this regard, it is the student's responsibility to withdraw from class if they do not want to receive a failing grade. An excused absence will be granted with a documented excused only i.e. police report, funeral notice, employment letter, official university activity, observance of government and religious holidays, personal or family emergencies, or a note from the student's doctor or family stating the patient's inability to attend class or missed the test.

Religious Holidays

A student who intends to observe a religious holiday should make that intention known in writing to the instructor prior to the absence. A student who is absent from class for the observance of a religious holiday shall be allowed to take an examination or complete an assignment scheduled for that time within a reasonable time after the absence.

Classroom Expectations

The overall theme of this class is RESPECT and helping everybody 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 understanding, considerate, and supportive of all your classmates and faculty in class. Try your best to practice common courtesy at all times. Avoid coming habitually to class. Please wear the appropriate attire suited to working in a studio art course. The environment for the class must be conducive to learning. Offensive behavior and disrespectful language will not be tolerated. Students who continue to display rude and disrespectful behavior will be given a warning. If the behavior continues, the student will be asked to leave the class and meet with the Art Program Coordinator to discuss the situation before being allowed back to the classroom. 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 and university projects, attend field trips and art exhibitions located both on and off campus.

Students with Disabilities

Persons with disabilities who may warrant academic accommodation must contact the Office of Student Services, Room 112, Houston Harte Center, or (325) 942-2047, ada@angelo.edu, 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 faculty is not required to anticipate the needs of students with disabilities.

Art Major/Minor Meetings

All art majors and minors are to meet three times a semester for a general meeting, as part of the requirements for this course. The meetings will take place on 4:00 pm Wednesdays or Thursdays unless they are Symposium Fridays in which case other time options will be available. Failure to attend any of these meetings without notifying the faculty and setting up an alternative assignment will result in 2 points being deducted from the grade in this course for each meeting missed, when proper notification has not been submitted, as designated above. Please contact the Dr. Randy Hall, Art Program Coordinator if you have any further questions regarding this matter.

Important Item to Remember

Carr-EFA Mac Lab 202 is an open lab. It is the responsibility of all students to SECURE AT ALL TIMES their personal safety and property before, during, and after class hours while in university premises.

Course Schedule

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

Week 1:	Lectures and Exercises
Week 2-5:	Project #1 Initial project ideas, research, lab hour production work Graded presentation
Week 6-9:	Project #2 Initial project ideas, research, lab hour production work Graded presentation
Week 10-13:	Project #3 Initial project ideas, research, lab hour production work Graded presentation
Week 14-16:	Project #4 Final Examinations

Tentative Important Dates

Labor Day	Sept 2, 2019
Midterms Week	Oct 14-18, 2019
Last Day to D/W	Oct 31, 2019
Thanksgiving	Nov 27-29, 2019
Dead Week	Dec 2-6, 2019
Final Exams Week	Dec 9-13, 2019
Commencement	Dec 14, 2019

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.