

TYPOGRAPHY / ART 3371 *Leila Yarian*
SYLLABUS

INFORMATION

Instructor: Leila Yarian, Assistant Professor Graphic Design
Office Location: Carr EFA 240
Office Hours: Wednesday 8:00 a.m. to 10 a.m. and Thursday 3:30 p.m. to 6:30 p.m.
Office Phone: (325) 486-6678
Email: lyarian@angelo.edu

Please feel free to contact me through email or make an appointment to see me.

CLASS INFORMATION

Credit hours: 3.0
Meeting times: Monday, Wednesday, and Friday 10:00 a.m. till 11:45 a.m.
Meeting location: Carr 202 Mac Lab

SYLLABUS CHANGE POLICY

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

RECOMMENDED TEXT BOOKS

1. Thinking with type: A Critical Guide for Designers, Writers, Editors, & Students by Ellen Lupton
2. Explorations in Typography Carolina de Bartolo with Stephen Coles and Erik Spiekermann
3. Dangerous Curves- Mastering Logotype Design Doyald Young, ISBN 13: 9780967331621, Published by Delphi Press January 2008 (2008)
4. Communication Arts Magazine

COURSE SUMMARY

This 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.

COURSE DESCRIPTION

This course will provide study letterforms and understand fundamental typographic principles, emphasizing the vocabulary of typographic form and its relationship to message/purpose. exploration of typographic structures, terminology, and methods as a tool for visual problem-solving. In this studio course students will use both computer and hands-on methods to address the language of type and its effective use. By studying the language of type through its history and application, students will gain a strong working knowledge of this essential element to graphic design. To be a successful designer, you must know and love letterforms, their technical and aesthetic aspects, and how to use and combine them successfully.

COURSE OBJECTIVES

1. Gain an understanding of typographic architecture from a single letterform to an entire page layout.
2. Understand the basic formal and aesthetic issues in type selection.
3. Introduction to the design process from pencil thumbnails to final computer comprehensives.
4. Strengthen knowledge and application of design elements and principles with respect to graphic design.
5. Become fluent in your verbal design-language skills through class critiques.
6. Develop a basic understanding of typographic form relationship in logotype and lettermark design process.

COURSE STRUCTURE

The class will be a combination of lecture, in class work and critiques with outside class exercises and assignments.

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A commitment to many hours of homework will be necessary to achieve the goals for this class and its completion. This may be one of the most important class that you undertake in your design education and is essential for a successful career in the graphic arts.

This course will include lectures, discussions, critiques, presentations, and creative work. Participation in discussion and critique is vital to the success of the class. Assignments will consist of researching designed artifacts, reading from recommended books/websites, developing/creating typographical work, testing knowledge of typography elements, and giving presentations.

Work must be completed by due date. Late work will be reduced by a letter grade each day it is late.

Late assignments will not be accepted unless you make prior arrangements with me before the due date. If you know you are going to be absent when work is due you may turn work in early and not receive a penalty.

CLASS POLICY

Cell-phones, head-phones, beepers or other pda devices may not be turned on or used in class at any time. **YOU WILL BE ASKED ONCE TO PUT AWAY CELL PHONE, THE SECOND TIME YOU WILL BE ASKED TO LEAVE AND COUNTED AS ABSENT.**

SUPPLIES (NOT NECESSARY FOR FIRST CLASS)

- Binder: .5" to 3" black binder for research/process/handout
- Binder plastic sleeves
- Drawing board with steel edge for T-square (optional)
- 20"-24" T-square (optional)
- Triangles (2) (optional 10-inch adjustable)
- Circle templates and Ellipse templates
- French curve set (optional)
- A selection of various art pencils – #2, HB, 2B, 3B, 4B, 2H, 4H, 6H, and Ebony Black
- Schaedler precision ruler set (2)
- Bienfang 50 or 100 sheet tracing paper pad. 9" X 12" (cut down to 8.5 x 11 at FedEx Kinkos to fit in your plastic sleeves)
- Bienfang 50 or 100 sheet Graphics 360 pad. 9"x12", (cut down to 8.5 x 11 at FedEx Kinkos to fit in your plastic sleeves)
- Erasers Magic Rub eraser
- Pencil Sharpener
- Masking Tape (shared)
- Dusting brush (optional)
- Xacto knife and number 11 blades (100 bulk pack best value)
- Self-healing cutting mat, 12"x18"
- Black foam Core board 15"x20" (Letramax or similar)
- Discuss Spray Mount / rubber cement, pick-up
- Burnisher (3"x4")
- Stapler (shared)

ATTENDANCE

Attendance is vital since a good deal of learning (involving concepts, skills, and interaction with other students) takes place in class. Students are expected to arrive on time, attend class regularly, and participate in all activities.

ABSENCES

Excessive absences WILL be reported to administration and will affect your final grade.

If the student accumulates more than three (3) un-excused absences his/her grade will be reduced by a full letter grade, and continue to be reduced for each additional unexcused absence. The accumulation of more than seven (7) un-excused absences will result in

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failure from the class. In this regard, it is the student's responsibility to withdraw from class if they do not want to receive a failing grade.

Note: an excused absence will be granted only for documented health and family purposes. This means you must provide "social documentation" such as a social doctor's note, a newspaper clipping, or social university letter etc. to be excused.)

Late Arrival or Early Departure

- You will be marked absent if you are more than 15 minutes late or if you leave before class is dismissed.
- If you are tardy, it is your responsibility to inform the instructor after class so that the record can be updated.
- Three Late Arrivals = One Absence.

ASSIGNMENTS/GRADES

This semester will consist of 4-6 typography projects that will vary in length and complexity.

1. Class Projects 80%
2. Participation Grade 10%
3. Mid Term Exam 10%

GRADING SCALE

- A** 90 to 100 points: Excellent (superior effort and results above and beyond)
- B** 80 to 89 points: Good (significant effort and hard work)
- C** 70 to 79 points: Average (minimal class requirements met)
- D** 60 to 69 points: Below Average (below class average expectations)
- F** 50 to 59 points: Poor (inferior work and attitude)

GRADE DETERMINATION

Your final grade will be based on an average of all assignments, attendance, and a participation grade. The participation grade is based on: dedication to methodology application, conceptual thinking ability, daily class involvement and contributions to your classmates, as well as both a desire and capacity to show progress and meet deadlines. Grades will be discussed on an individual basis by office appointment only—not in class. Note: Violations of class policy with respect to cell-phones, headphones, or other PDAs as well as unauthorized computer use in class will result in a one-point deduction from the current assignment.

HOLIDAY

- September 6th- Labor Day (Monday)
- November 24th- 28th Thanksgiving Holiday
- December 09th- Last day of class

WORDS TO-THE-WISE

Show up, be committed in your work, and immerse yourself in the process. It's your show.
DO NOT FALL BEHIND

STUDIO HYGIENE

The studio will require constant work to keep it clean enough to use in a safe and effective manner. The projects and assignments must be removed when they are complete. Materials that harden (paint, glue, etc.) must be cleaned from any room surfaces quickly.

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UNIVERSITY COURSE WITHDRAWAL POLICY

The last day to drop a course or to totally withdraw from the University is Monday, November 22, 2021.

STUDENT HONOR CODE AND ACADEMIC INTEGRITY POLICY

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 version of the Student Handbook.

ART MAJOR/MINOR MEETINGS

All art majors and minors are required to attend all the general Art Department meetings. Failure to attend these meetings will result in a deduction of 3.3 points for each missed meeting from the final grade of the course, or courses.

SPECIAL ACCOMMODATION

Persons with disabilities which may warrant academic accommodations must contact the Student Life Office, Room 112 University Center, in order to request such accommodations prior to any accommodations being implemented. You are encouraged to make this request early in the semester so that appropriate arrangements can be made. For more information call: (325) 942-2191
Please remember: To receive special accommodation status students must register with the Associate Dean of Student Life. Furthermore, it is the responsibility of the student to report special accommodation needs to his/her instructor in a timely manner. The instructor is not required to anticipate the needs of students with disabilities.

TITLE IX AT ANGELO STATE UNIVERSITY:

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D.
You may submit reports in the following manner:

Online: www.angelo.edu/incident-form

Face to Face: Mayer Administration Building, Room 210

Phone: 325-942-2022

E-Mail: michelle.boone@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State's policy please visit: www.angelo.edu/title-ix.