Typography. Three semester hours, six hours studio, six hours independent study per week. Studio class for the practice, study and theory of designing with type in graphic design. Levels A, B. Pre-requisite: ART 270 or instructor permission.

Typography uses letterforms for graphic communication. Skillful type design combines function with beauty, legibility with creative expression. Projects include graphic, advertising, and editorial designs.

• Dedicate a portable memory device and sketchbook to this class. Collect notes, ideas, and save all project work.
• University equipment is intended for class projects.
• Quality effort brings quality results. Respect shared space and materials. Please respect rules and limits.

Thoughtfulness, consideration, and neatness count.

• Creativity and safety can go together. Use intelligence to avoid accidents. Identify and secure personal property.
• Cut in designated areas. No cutting directly on any surfaces that may cause permanent property damage.
• Eat outside of the classroom. Food attracts insects and pests into the lab.
• Spray aerosols only in OSHA approved spray booths in painting, drawing, and sculpture studios.
• Visual research supports good typography. The research doc is the ‘process book.’ Submit printed and digital files of the process book in addition to completed typography projects at the final portfolio event.
• Title, author, and date projects. Submit both print and digital portfolios by portfolio event during finals week. Pick up work the day after graphic design portfolio event 4 - 6 PM Tuesday 12/12/17.

Intended Learning Outcomes
A. Program Learning Outcomes
Demonstrate art proficiency within a professional focus.
Develop visual fluency, individual creativity, and problem solving skills.
Compare personal progress to models of excellence in art, through quality class and extra-curricular art activities.
Participate in art activities that foster and showcase art abilities and skills (exhibits, competitions, art events, travel).

B. Student will learn to:
• follow directions, meet deadlines, self-motivate, create original typographic designs using art elements and strategies;
• explore creative options within limits;
• position projects appropriately for a wide variety clients and audiences;
• critically discuss and assess design work;
• exhibit a design portfolio reflecting abilities and skills.

Required
• ART 270 prerequisite.
• Typography projects produced in the graphic design lab.
• Portable digital storage device (thumb drive, external hd, etc) with owner’s name on it.
• Self-guided tutorials to learn CC applications. ART 261 Intro Digital Media recommended.
• Log out when finished. Personal laptops okay.
• Sign up for an art locker, supply your own lock.

Each project gives a concept to learn, a project demonstrating the concept, practice integrating the concept into your life, and references to related type design and designers.

Class etiquette: “Our rights end where our neighbor’s territory begins.” Mutual respect is the golden rule. A studio free from distraction is essential for quality design. Focus on the project at hand. Accelerate personal progress. Strive for continuous creative growth. Work on projects in the graphic design lab. Actively solicit feedback from the instructor. Plan equal studio time beyond class time to complete project work. Personal cell phone, Internet, and audio device use is inappropriate during class time. Please put mobile phones ring tones and vibrate to ‘off’ during class work time. Personal audio devices are inappropriate during class group time. Disruptive behavior is inappropriate. Eat outside the classroom. Respect the value of time and demonstrate an adult work ethic.

Supply List
Portable memory media, quality printed output, sketch diary, matboard, specialty papers as needed, toolbox, clear plastic pica ruler or and point scale, drawing tools, cutting tools, adhesives.

Grades are based upon averaging:
1. Typography projects;
2. Final portfolio (print and digital, plus process book, due by portfolio event 4 pm Tuesday 12/12/17);
3. Attendance. Assignments due regardless of absence.

Attendance means more than showing up. Attendance includes being present on all levels. Absence beyond 6 contact hours (2 studio classes) has consequences. No credit is given after missing 18 hours (6 studio classes). Deadlines: Late projects not accepted. On-time incomplete work may be completed and re-graded before final portfolio is due.
Academic Integrity (A-9.1): Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism. Originality is good. Plagiarism is illegal and immoral.

Definition of Academic Dishonesty: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are:

1. Submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academicintegrity.asp

Withheld Grades Semester Grades Policy (A-54): Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

"If you are pregnant or should become pregnant while taking this course, or have a medical condition that could increase your sensitivity to chemical exposure, it is important for you to take all precautions concerning your own personal safety. While reasonable measures have been taken to insure your safety, there is a risk in this class of exposure to material that could prove harmful to persons at risk. Please contact the professor should you have questions or concerns. Students who need accommodations for certified disabilities should work through the Office of Disability Services and then your professor." - SFA General Counsel 2010
Calendar 12407 ART 471.001 Typography, F17 M/W 11 - 1:40, graphic design lab B121  
Professor: P Andrew, pandrew@sfasu.edu, 936-468-4804 ext. 4451, advising/hours by appointment.  
Students registered in this class are responsible for fulfilling the requirements in this syllabus to earn a passing grade.

1  M 8/28  1st class day. Syllabus & course overview. Introduction to typography.  
W 8/30  InDesign. Type design principles.  
R 8/31  3:30 Art convocation at Cole Music hall  
2  M 9/4  Due: example of fine type design, InDesign  
W 9/6  Project 1 editorial type homage  
3  M 9/8  
W 9/10  
4  M 9/11  
W 9/13  Project 2 personal identity logo & resumé  
5  M 9/18  
W 9/20  
6  M 9/25  
W 9/27  Project 3 poster design/small book layout  
7  F 9/29  Ft Worth Museum Bus Trip FREE sign up in Art office/Art History  
8  M 10/2  
W 10/4  
9  M 10/9  
W 10/11  Project 4 style guide  
10  M 10/16  
W 10/18  
11  M 10/23  
W 10/25  Project 5 magazine cover and feature layout  
12  M 10/30  
W 11/1  
13  M 11/6  
W 11/8  Project 6 table of contents, repeat section  
14  M 11/13  
W 11/15  Thanksgiving week 11/18 - 11/26  
15  M 11/27  
W 11/29  Project 7 annual report layout  
16  M 12/4  Project revision and process book refinement  
W 12/6  Project revision and process book refinement  
Final Exam week  
M 12/11  Final 10:30 - 12:30  
T 12/12  Graphic design portfolio event 4:00 - 6:00 pm  
W 12/13  pick up work