**Syllabus**  12407 ART 471.001 Typography, F17  M/W 11 - 1:40, SFA School of Art graphic design lab B121  
Professor Peter Andrew, pandrew@sfasu.edu, 936-468-4804 ext. 4451, office B127 advising/hours by appointment. 
Students registered in this class are responsible for fulfilling the requirements in this syllabus to earn a passing grade.

**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 is the art of designing with type in visual communications. Type design unites function and beauty, legibility and 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 for class project work only, not for personal or outside work.
- Creativity and safety go together. Work smart to prevent accidents. Identify and secure personal property.
- Cut in designated areas. Do not cut on any surfaces that will cause permanent property damage.
- Eat and drink outside of the classroom. Food brings pests into the lab; avoid food disposal in the lab.
- Spray aerosols only in OSHA approved spray booths in the painting, drawing, and sculpture studios.
- Typography requires research. The research records your process book. Printed and digital files of your process book plus all finished typography projects are submitted at the **required** attendance portfolio event 4 - 6 PM Tuesday 12/11/18. 
  - Title, author, and date all project work. Naming convention: 315F18yourlastname01. Pick up portfolios W 12/12/18.

**Intended Learning Outcomes**

A. Program Learning Outcomes
Demonstrate art proficiency within a professional focus in graphic design.

Develop creative visual literacy and problem solving skills.

Compare personal progress to models of excellence in design, with high quality class and outside art activities.

Participate in art activities that foster and showcase design abilities and skills (exhibits, competitions, art events, travel).

B. Students learn to:

- follow directions, meet deadlines, self-motivate, create unique type design projects using art elements and strategies;
- explore creative options within limits;
- position projects appropriately for a variety clients and audiences;
- critically discuss and assess design work; and submit/exhibit a design portfolio reflecting effective abilities and skills.

**Required**

- ART 270 prerequisite. Type 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.

- All projects and process book, in print and digital forms, submitted at portfolio event, 4 - 6 pm Tuesday 12/11/18.

**Class etiquette:** Mutual respect is the golden rule. A studio free from distraction is essential for quality design. “Our rights end where our neighbor’s territory begins.” 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.

Disruptive behavior is inappropriate. Personal device use is inappropriate in class. Silence phones. No earphones. Respect work time and demonstrate an adult work ethic.

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

**Grades** are based upon averaging:

1. Type project work, quantity and quality;
2. Final portfolio: print and digital, and process book, due at portfolio event 4 pm Tuesday 12/11/18;

Attendance means more than showing up. Attendance includes being present on all levels. Absence beyond 6 contact hours (2 studio classes) has grade consequences. No credit is given after missing 18 hours (6 studio classes). Late work not accepted. On-time incomplete work may be completed and re-graded before portfolio event.
From the SFA General Bulletin

**Acceptable Student Behavior:** Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (please see Student Conduct Code, policy D-34.1). The instructor has full discretion over what behavior is appropriate in the classroom. Students who do not attend regularly or who perform poorly may be referred to the Early Alert Program to provide recommendations, resources, or other assistance to help SFA students succeed.

**Class Attendance and Excused Absences:** Regular and punctual attendance is expected at all classes, laboratories and other activities for which a student is registered. For those classes where attendance is a factor in the course grade, the instructor shall make his/her policy known in writing at the beginning of each term and shall maintain an accurate record of attendance. Regardless of attendance, every student is responsible for course content and assignments. It is university policy to excuse students from attendance for certain reasons. Among these are absences related to health, family emergencies and student participation in university-sponsored events. Students are responsible for providing documentation satisfactory to the instructor for each class missed. Students with acceptable excuses may be permitted to make up work for absences to a maximum of three weeks of a semester or one week of a summer term when the nature of the work missed permits. In the case of absences caused by participation in University-sponsored events, announcement via mySFA by the provost/vice president for academic affairs will constitute an official excuse. Faculty members sponsoring the event should submit an e-mail attachment with a written explanation of the absence, including the date, time and an alphabetical listing of all students attending to the office of the provost/vice president for academic affairs for publication.

**Grading System:** The student’s grades are determined by daily work, oral and written quizzes, and final examination. A grade of A indicates excellent; B, good; C, average; D, passing; F, failure; QF, quit failure; WH, incomplete or grade withheld; WF, withdrew failing; WP, withdrew passing. WP and WF are assigned only when a student has withdrawn from the university after the mid-term deadline or with special approval of the student’s academic dean. No grade can be taken from the record unless put there by mistake. Specified courses are graded on a pass (P)/fail (F) system with no other grades awarded. A student who makes an F can get credit only by repeating the work. A grade of A gives the student four grade points per semester hour; B, three grade points; C, two grade points; D, one grade point; and F, WH, WF and WP, no grade points. The semester hours undertaken in all courses—except some remedial courses, repeated courses and courses dropped with grades of W or WP—are counted in the individual grade point average. A grade of WF counts as hours attempted with 0 grade points earned in computing the grade point average. A grade of WP does not count as hours attempted in computing the grade point average. Ordinarily 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.

**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, F18 M/W 11 - 1:40, graphic design lab B121
Professor Peter Andrew, pandrew@sfasu.edu, 936-468-4804 ext. 4451, office B127 advising/hours by appointment. Students registered in this class are responsible for fulfilling the requirements in this syllabus to earn a passing grade.

Week 1
M 8/27 1st class day. Syllabus & course overview. Intro to type
W 8/29 InDesign. Type design principles.
R 8/30 2:30 to 3:30 pm Art Student Convocation at Cole Music recital hall

Week 2
M 9/3 InDesign. Due: present example of fine type design
W 9/5 Project 1 type homage (copy)

Week 3
M 9/10 Studio time
W 9/12 Project 1 Homage Due

Week 4
M 9/17 Project 2 poster design personal identity logo & resumé
W 9/19 Studio time

Week 5
M 9/24 Studio time
W 9/26 Project 2 Poster Due

Week 6
M 10/1 Project 3 editorial design/magazine layout: style guide (analysis/research)
W 10/3 Studio time

Week 7
M 10/8 Studio time
W 10/10 Project 3 Style Guide Due

Week 8 Mid-term
M 10/15 Project 4 editorial design/magazine layout: feature and repeat section
W 10/17 Studio time

Week 9
M 10/22 Studio time
W 10/24 Project 4 Feature & Repeat Section Due

Week 10
M 10/29 Project 5 magazine cover and table of contents
W 10/31 Studio time

Week 11
M 11/5 Studio time
W 11/7 Project 5 Cover & TOC Due

Week 12
M 11/12 Project 6 logo and self identity campaign design
W 11/14 Logo Due

Thanksgiving week holiday 11/17 - 11/25

Week 13
M 11/26 Studio time
W 11/28 Project 6 Identity & logo Due

Week 14
M 12/3 Project 7 resumé design
W 12/5 Project 7 Resumé Due, Process book reviews and portfolio revisions

Week 16 Final Exam week
M 12/10 Presentations 10:30 am- 12:30 pm graphic design room B121
T 12/11 Graphic design portfolio event 4 - 6 pm graphic design room B121 required participation
W 12/13 pick up portfolios
Project Descriptions  12407 ART 471.001 Typography, F18 M/W 11 - 1:40, graphic design lab B121
Professor Peter Andrew, pandrew@sfasu.edu, 936-468-4804 ext. 4451, office B127 advising/hours by appointment. 
Students registered in this class are responsible for fulfilling the requirements in this syllabus to earn a passing grade.

Project 1  Homage to historical style type project
    1A. Select and bring in a classic example of effective type design, then make a faithful copy of the piece using Adobe CC applications, including InDesign.
    1B. Create an original design of your own in the spirit of the classic influence.

Project 2  Poster type design project
    This project starts with a review of classic type styles (Blackletter, Oldstyle, Modern, Slab serif, Sans serif, and Decorative).
    2A. Research the classic type style that you are assigned. Find a model example that using the classic type style.
    2B. Create an original poster inspired by the classic type style that you researched.

Project 3  Style guide analysis type design project
    3A. Bring in a favorite magazine for analysis and research. Visit the magazine website. Download the advertising rate cards and specifications. Perform an analysis of the ratios, circulation, and design standards on the publication.
    3B. Propose an original magazine concept of your own. Name it and describe it. Write an analysis of it's content, target audience, and proposed features.

Project 4  Magazine feature story and repeat section type design
    4A. Design and layout a feature story (5 to 7 pages) for your proposed magazine. Include editorial design features, including sidebars and associated content, to build a rich reader experience. Create a styleguide.
    4B. Design and layout a repeat section (1 to 2 pages) for your magazine. Repeat sections might include: letters, advice, product reviews, ratings, upcoming events, etc, as appropriate to your publication. Give your repeat section original names and designs.

Project 5  Magazine cover and table of contents type design
    5A. Design the mast shell and front cover for your magazine. Promote your feature story on your cover. Provide at least three masthead proposal designs exploring different type options.
    5B. Design the table of contents (2 pages) for your magazine.

Project 6  Logo type and self identity brand design
    6A. Create a logo for yourself based on type, in black and white, 6 x 6" or larger. Create the same logo in color.
    6B. Create a self identity brand campaign using type. Include a business card, letterhead, and envelope design, and a trifold flyer or other publication promoting your professional identity.

Project 7  Resumé type project
    7A. Design your resumé to match your personal brand identity. Optional: create a catalog or brochure.

Process book
    The process book is a pdf formatted document that records your inspirations and research along the course of all of the above projects. If the projects represent final design choices and finished efforts, then the process book represents the decisions made along the way that helped get you there. Arrange the process book in time-order, first to last.

Portfolio
    The portfolio includes the above seven printed projects, plus digital files of the same, and the process book.
**Vocabulary** 12407 ART 471.001 Typography, F18 M/W 11 - 1:40, graphic design lab B121
Professor Peter Andrew, pandrew@sfasu.edu, 936-468-4804 ext. 4451, office B127 advising/hours by appointment.
Students registered in this class are responsible for fulfilling the requirements in this syllabus to earn a passing grade.

<table>
<thead>
<tr>
<th>Type design basics:</th>
<th>Type strategies:</th>
<th>Creative process:</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) paper,</td>
<td>balance</td>
<td>accept</td>
</tr>
<tr>
<td>(2) color,</td>
<td>dominance</td>
<td>define</td>
</tr>
<tr>
<td>(3) type,</td>
<td>scale</td>
<td>analyze (research)</td>
</tr>
<tr>
<td>(4) design strategy (arrangement)</td>
<td>economy</td>
<td>ideas (quantify, brainstorm, thumbnails)</td>
</tr>
<tr>
<td></td>
<td>movement</td>
<td>select (qualify, rough sketch)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>implement (finished design)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>evaluate, feedback</td>
</tr>
</tbody>
</table>

**Type anatomy**
- stroke (line weight, as in light, medium, bold)
- stress (thick-thin relationships)
- slant (angle of strokes, as in italic)
- serif (decoration), sans-serif (without decoration)

**Type classification** (serif, sans-serif, decorative/script)
- character (glyph, single mark or letter from alphabet)
- font (complete set of characters in one style, size, & weight)
- family (group of fonts with one style but different weights & sizes)
- style (distinguishing identity)
- text (body copy, up to 14 point), display (headline, 18 point & larger)
- UPPER CASE (capitals, majuscules), lower case (small letters, miniscules)

**Historic styles:**
- Blackletter
- Oldstyle
- Modern
- Slab serif
- Sans serif
- Decorative

**Type measurement**
- units, points (12 points = 1 pica), picas (6 picas = 1 inch)
- type height, type size; measured in points vertically from ascender to descender
- x-height, baseline, cap height, ascender, descender, counter, etc
- leading, linespace, measured in points vertically from baseline to baseline
- line width (column width, measured in picas horizontally from left to right margins)
- letterspace, em space, en space
- kerning, letterspace, tracking
- column depth
- grid (column formats)

**Arrangement** of type
- neat left (left justify)
- neat right (right justify)
- justified (left & right margins vertically align)
- centered
- custom wrap

**Specifying type**, type spec formula:
- type height (points) over leading (points) by line width (picas), style, weight, arrangement.
- Example: 10 x 24 Times bold italic, neat left, U&lc

**Editorial layout basics**
- ad to editorial ratio, art to copy ratio, live area, margins, gutter, columns, column inches, grid, column format
- masthead, section head, topper, headline, subheadline, byline, body text, biography, artwork, credits, captions
- sidebar, teaser