Typography
ART471
Fall 2019

Daniel Anguiano
anguianod1@sfasu.edu
Cell/Text: 817.689.3651
Office ART 129
Office Hours: TTH 11am-1pm or By Anytime Appointment

Course Description:
Three semester hours, six hours studio, six hours independent study per week. Studio class is for the practice, study and theory of designing with type in advertising and graphic design. Levels A, B. Prerequisite: ART 270 or permission of the instructor.

Typography is the artful design and arrangement of letterforms for communication. Skillful typographic design artistically combines both function and beauty. Type is used as the key design element in this class. Typography students learn to create expressive and legible type projects

Program Learning Outcomes:

- Students will demonstrate proficiency in art studio courses, to help prepare them for advanced coursework and for their art focus.
- Students will exhibit proficiency in the application of technical and problem solving skills appropriate to their art focus.
- Students will develop visual fluency and individual creativity.
- Students will compare their progress against models of excellence in the visual arts, provided through quality curricular and extracurricular art activities.
- Students will design, implement and participate in art activities that showcase their own abilities to the larger art community within their chosen art focus, including art exhibitions and competitions.

Course Policies:

- Visual research is necessary for this course. A portable memory device and a paper sketchbook are required. The record of scanned, printed and archived files is called “the process book.” Submit all research (the process book), along with finished class projects, at portfolio night.
- The School of Art advertising design digital lab is required to produce the projects for this course. Lab printers are for class work ONLY and not for personal use.
- The ad design classroom is to be used ONLY for class work. Personal
Internet, cell phone, and audio device use is not permitted in the classroom during class time.

- Presenting quality work is the student's responsibility. This includes printing, paper, mat boards, and supplies.
- Identify and secure personal property, the classroom is shared with other classes.
- Clean up after yourself. Cut only in designated areas. Never cut on the floor or directly on any unprotected table or counter top. No food is permitted at the computer workstations.
- Avoid aerosols, spray aerosols only in designated spray booths.
- The portfolio contains all of the finished course projects and research (process books). A title, author’s name and date are placed on the back of every matted project. The portfolio is submitted in both printed and digital form on portfolio night.
- All assignments will be posted on D2L and completed assignments and projects are to be submitted to the dedicated drop box in D2L.
- Collect the portfolio after portfolio night.

Text and Materials
None

Course Requirements
Weekly Assignments
Course Projects
Final Project – Process Book

Course Grading:
Course Projects 80% of Grade
Process Book/Portfolio 20% of Grade

Class Absences:
Class absences are not to exceed 6 contact hours in a lecture class without consequence. A student will not receive credit for any course when missing 18 contact hours or more (this includes excused and unexcused absences).

Class Calendar:
Posted on D2L
Academic Integrity
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.

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) falsification or invention of any information, including citations, on an assignment; 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 include, but are not limited to: (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 the Internet or another source; and (3) incorporating the words or ideas of an author into one’s paper or presentation without giving the author due credit.

Please read the complete policy and the appeals process at the SFA Policy Manual

Withheld Grades Semester Grades Policy (A-54) 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 semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Students with Disabilities To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to the Office of Disability Services