Syllabus 14342 ARTS 5314-001 Graduate Level Typography, F20. Online & Livestream.
M/W 2 - 4:40, SFA Art graphic lab B121.
Professor Peter Andrew, pandrew@sfasu.edu, 936-468-4804 ext. 4451, office B127 advising/hours by appointment.
Students registered for this class are responsible to fulfill syllabus requirements to pass the course.

Graduate Typography
3 semester hours: 6 hours studio, 3 hours independent work per week.
Studio class for professional practice using type in graphic design.
Levels A, B.

Typography includes the skills useful for designing with type in graphic communications.
Effective typography marries form (attractiveness) with function (usefulness).
Projects include professional graphic designs, applied designs, and editorial layouts.

This course is formatted for online (asynchronous) and livestream (synchronous) delivery.
Students in this class must have access to a computer with an Adobe Creative Cloud account.
The ART 121 graphic design studio is available during class times to users who choose to use the lab.
ART 121 lab users must abide by lab rules and etiquette or surrender access rights.
Daily livestream instructor-guided Zoom meets start 2 PM (about an hour).
This is followed by individual studio work time (about an hour).
Class allows for Zoom meet the last ¾ hour, giving opportunities for questions, feedback and guidance.

Project upload deadlines and peer feedback for F2F, Online and Livestream are the same.
All students must Livestream minimum 4 meetings:
  - M 8/24 First day of class 2-3 PM;
  - W 10/14 Mid-term Livestream 2-4 PM;
  - W 12/2 Dead Week: Final Presentation Livestream 2-4 PM;
  - R 12/10 Final Exam Week: Portfolio Livestream 5-6 PM (includes all graphic design majors).

Follow room etiquette when using the SFA graphic design studio. Leave the area clean.
* Abide by pandemic health safety mandates. Currently: N-85 to N-95 grade face mask and 6’ social distance.
* Sanitize work area before and after use.
* Spray aerosols only in spray booths located in the painting, drawing, and sculpture studios.
* Project research becomes a process book. Save research files for final process book submission.
* Save and upload all project work by deadline. Project file naming convention: 5314F20lastname01, etc.

Intended Learning Outcomes
Demonstrate graphic design knowledge and proficiency.
Develop creative design problem-solving skills.
Compare personal progress to high quality professional designs.
Participate in individual and group art activities to foster & showcase abilities and skills.

Student Learning Outcomes
Follow directions, meet deadlines, self-motivate, make type designs using art elements and strategies;
Explore creative options within limits;
Position projects appropriately for a variety clients and audiences;
Give feedback, critically discuss and assess design work;
Upload final type design portfolio and process book.

Required
- Access to computer and Adobe Creative Cloud apps. Self-guided tutorials to learn Adobe Creative Cloud apps.

Each module gives a project to create, design ideas and topic examples.
- All projects and process book submitted by final class day or prescribed deadline(s).
- Online peer feedback: For each project upload (5 PM Wed), supply written feedback for the two submitted projects immediately above yours on the course Brightspace D2L dropbox before the next class start time (2 PM Mon).
Use this rubric for written feedback:
“I like…” Find something positive about the project to praise.
“I wish…” Find something that would benefit the work through correction, revision, or improvement.
“What if…?” Make suggestions about how to specifically modify the project to enhance its effectiveness.
**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. Actively solicit feedback from the instructor. Plan dedicated time outside class to complete projects. In class: Disruptive behavior is inappropriate. Silence phones. Respect work time and demonstrate adult work ethic. Mind current health notices. No food inside the lab.

**Supply List**
Computer access, Adobe Creative Cloud account.

**Grades** based on:
1. Covering online modules and fulfilling online projects and feedback;
2. Meeting schedule deadlines on time;
3. Submitting all revised project files and process book (pdf web format) by last class day. This is the Portfolio.

Attendance implies being active on multiple levels. Absence above 6 contact hours (2 classes) or missing 2 project deadlines have grade consequences. No credit earned after missing 18 hours (6 classes) or 5 deadlines. Late projects unacceptable. Incomplete projects submitted on-time may be revised and re-graded until 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, withdraw 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 WF 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. - SFA General Bulletin 2010
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.

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 (TOO) 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 http://www.sfasu.edu/disabilityservices/.

Safety: “If you are pregnant or should become pregnant while in this course or have a medical condition that may increase your sensitivity to chemical exposure, it is important for you to take all precautions concerning your own personal safety. Reasonable measures are taken to ensure your safety, and 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

COVID-19 MASK POLICY
Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.
Personal hand sanitizer and additional health precautions are encouraged.

Calendar 14342 ARTS 5314-001 Graduate Level Typography, F20. Online & Livestream.
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Week 1
M 8/24 Syllabus & project overview. Intro to typography.
W 8/26 InDesign demo.

Week 2
M 8/31 First upload Due 5 PM 4 examples (legible/illegible & attractive/unattractive combinations).
W 9/2 Project 1 Due 5 PM Good, Bad & Ugly Type, revise ugly into good.
F 9/4 Communication Arts Student Typography Competition deadline: commarts.com/competition/2021-typography

Week 3
M 9/7
W 9/9 Project 2 Due 5 PM Thank You! Personalized greeting card.
Week 4
M 9/14
W 9/16 Project 3 Due 5 PM Font Heraldry, coat of arms using type.

Week 5
M 9/21
W 9/23 Project 4 Due 5 PM Artists’ Type, hand-made fine art using type.

Week 6
M 9/28
W 9/30 Project 5 Due 5 PM Facebook Font Artist, typographers home page

Week 7
M 10/5
W 10/7 Project 6.1 Due 5 PM Zine/Blog Style Guide, propose blog/magazine.

Week 8
M 10/12
W 10/14 5 PM Mid-term Livestream In Style Online style guide presentations.

Week 9
M 10/19
W 10/21 Project 6.2 Due 5 PM Zine/Blog Editorial Layout, editorial feature/blog post.

Week 10
M 10/26
W 10/28 Project 6.3 Due 5 PM Zine Cover Design, magazine cover/blog home page design.

Week 11
M 11/2 Studio time
W 11/4 Project 7.1 Due 5 PM Annual Report with a Cause research and planning.

Week 12
M 11/9
W 11/11 Project 7.2 Due 5 PM Annual Report with a Cause editorial layout.

Week 13
M 11/16
W 11/18 Project 7.3 Due 5 PM Annual Report with a Cause cover design.

Thanksgiving week holiday 11/17 - 11/25

Week 14
M 11/30
W 12/2 Final Presentations 2 PM Livestream
    Portfolios & Process Books Due 5 PM

Week 16 Final Exam week
R 12/10 required 5 – 6 PM Portfolio Livestream

Projects 14342 ARTS 5314-001 Graduate Level Typography, F20. Online & Livestream.
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Please Note: Graduate students may waive the first 5 projects in lieu of personal study with instructor’s consent.
Project 1 Good, Bad & UglyType. Legibility meets attractive design, or “form follows function.”
Project 2 Thank You! Personalized greeting cards.
Project 3 Font Heraldry. Typographic family coat of arms.
Project 4 Artists’ Type. Use type to create hand-made fine art.
Project 5 Facebook Font. Research and create a Facebook page for an acclaimed type designer.
Project 6.1 Zine/Blog Style Guide. Research and analyze style guides. Propose a blog or magazine concept.
Project 6.2 Zine/Blog Editorial Layout. Design an editorial feature article or blog post using type.
Project 6.3 Zine Cover Design. Design a magazine cover or blog home page using type.
Project 7.1 Annual Report with a Cause Research and Planning. Research a non-profit for an annual report.
Project 7.2 Annual Report with a Cause Editorial Layout. Design an editorial feature or website link for the non-profit.
Project 7.3 Annual Report with a Cause Cover Design. Design the annual report cover or web home page for the non-profit.

Process book: a pdf web-formatted document that records your concepts and research along project development. May be compared to a professional scrap book or back story. Helps to arrange the process book in time-order, start to finish.

Portfolio: the above seven completed and revised projects plus the process book.

**Vocabulary** 14342 ARTS 5314-001 Graduate Level Typography, F20. Online & Livestream. M/W 2 - 4:40, SFA Art graphic lab B121.
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**Type design considerations:**
- media format (screen, print, static vs time-based)
- design strategy (arrangement, motif, meaning)
- art, type
- color

**Design principles:**
- unity & variety
- hierarchy (aesthetic attraction & legibility, “form & function”, appropriateness, taste)
- emotion (power, story, drama, )

**Type strategies:**
- balance, symmetry, formal mirror symmetry, asymmetry, hierarchy
- dominance, focal point, emphasis
- scale, size contrast
- economy, less is more, minimalism
- movement, repetition

**Creative Process**
- accept, commit, own
- define, describe
- research, analyze, absorb, break apart
- generate ideas, synthesize, assemble, brainstorm, thumbnail sketch
- select, rank, develop the most workable idea, rough draft
- produce, implement, make, finish the project
- evaluate, feedback, learn

**Historic styles:**
- Prehistoric, 2,500,000 to 1500 BC: nomadic homo sapiens (Stone, Bronze, Iron Ages)
  - 125,000 to 20,000 BC: cave art paintings
- Neolithic, 8000 to 3000 BC: nomad to agriculture switch, development of written language
- Sumerian, 5000 to 1800 BC: Cuneiform
- Egyptian: 3000 to 300 BC: Hieroglyphic
- Indian: 2000 BC to today: Sanskrit (invention of zero)
- Greek: 700 to 200 BC: Alphabet
- Roman, 300 BC to 1500 AD: Alphabet
- Script: Carolingian miniscule, calligraphic
Blackletter (Gothic, Fraktur), 1100 to 1600’s: Gutenberg **Invention of printing**
Old Style, 1500 – 1600’s: Garamond
Transitional, 1700’s: Caslon, Baskerville
Modern (Neo-Classical), late 1780 to 1800’s: Bodoni
Slab Serif, 1800’s: Courier, Rockwell, Egyptienne
Sans Serif, 1815 to today: Grotesque, Helvetica, Arial
Decorative 1800’s to today: Stencil, Rosewood
Digital (Glyphic), 1970’s to today: Adobe True Type, Multiple Master Fonts, Emigre type foundry, more

**Type anatomy**
stroke: line weight, as in light, medium, bold
stress: thick-thin relationships
slant: angle of strokes, as in italic
sans-serif: undecorated character strokes, no end caps
serif: decorated character strokes, end caps

**Type classification** (serif, sans-serif, decorative, script)
character: glyph “carving”, pictograph, single mark or letter from alphabet set, graphic mark
font: complete set of characters in one style, size, & weight, “reservoir, source”
family: group of fonts in one style including different weights & sizes
lower case: small letters, minuscules
style: distinguishing identity, characteristic, manner of a specific time period, movement, place or person
text: body copy, typically between 7 and 14 point
UPPER CASE: capitals, majuscules

**Type hierarchy**
Style: Old Style Serif
   Families: *Garamond*
      Fonts: *Garamond* variations (regular, italic, light, light italic, bold, bold italic, extra bold, extra bold italic)
      Characters: letters, numbers, punctuation, alternates, symbols

**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
   leading, line space (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, units
   kerning, letterspace, tracking
   column depth (measured in inches)
   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: “Ten-point *Times* bold on twelve-point leading, neat left and ragged right columns 18 picas wide, upper and lower case.”
Written:  10 x 18 *Times* bold, neat left, U&lc
          12

Editorial layout basics
    advertising to editorial ratio
    art to copy ratio
    live area versus margins
    grid
    gutter
    columns
    column format
    column inches
editorial layout type hierarchy: masthead, chapter headline, topper, headline, sub-headline, byline, body text or copy, biography, artwork (photos, illustrations, graphics), credits, captions, sidebar, teaser