Graphic Design Typography
12964 ARTS 4314-001, F23, M/W 2 - 4:40, face-to-face instruction, SFA Art graphic lab B121

Students registered for this class are responsible to fulfill syllabus requirements to pass the course.

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Office B127 School of Art, advising by appointment.

Typography course description
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. Pre-requisite: ARTS 2313 or instructor permission.

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

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
Be on-time and actively participate. Late arrival and early departure count towards absence totals.
Honor project due dates.
Computer fluency with Adobe Creative Cloud apps necessary. Files saved in .pdf-web format.
Submit process book at final portfolio night.

Required weekly project upload due 5 PM Friday
Weekly project uploads due 5 PM Fridays, unless otherwise noted. Late work unacceptable.
Plan for 6 hours out-of-class work per week to successfully accomplish the course.

Required file format for project uploads
Files: JPG or PDF web format at 72 dpi resolution only. If using phone camera, convert to JPG or PDF format.
Name files: 4314F23lastnameFirstname_1title.pdf

Class Etiquette
ART 121 studio is available during class times to registered students only.
Art lab users must abide by lab rules and etiquette or surrender access rights.
Follow room etiquette when using the SFA graphic design studio.
• Leave the area clean. Leave room, work surfaces, and furniture orderly. Put all supplies & tools away.
• Abide by current health safety mandates in force. Sanitize your work area before and after use.
• Spray aerosols only in OSHA approved spray booths located in painting, drawing, and sculpture studios.

Mutual respect is the golden rule. Our rights end where our neighbor’s territory starts. Minimize distractions. Disruptive behavior is inappropriate. Silence phones. Respect work time and demonstrate adult work ethic. Mind current health notices. No food in the design lab.
Focus on the project at hand. Accelerate progress. Strive for creative growth. Actively solicit feedback from the instructor.
Dedicate appropriate study time outside of class to complete projects.

Discussions in critique and of historical and contemporary artwork may involve challenging and sensitive topics including identity, race, religion, and sexuality. Students are expected to maintain a mature and respectful attitude toward their
peers and the instructor. Any student who behaves in a way that intimidates or disrespects others will be asked to leave the room and may be referred to university judicial affairs.

**Calendar**

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Per SFA policy 5.4, this schedule states an amount of student work per credit hour that reasonably approximates not less than one hour of class or direct faculty instruction and two hours of out-of-class student work per week for fifteen weeks over a semester or equivalent; or at least an equivalent amount of work for academic activities as established by SFA (ie, lab work, internships, practica, studio work, other academic work leading to credit hours).

**Week 1**
M 8/28 Course intro & syllabus overview
W 8/30 Project 1 Inspiring Quote

**Week 2**
M 9/4
W 9/6 Project 1 due

**Week 3**
M 9/11 Project 2 Resumé
W 9/13

**Week 4**
M 9/18 Project 2 due
W 9/20 Project 3 Film Poster

**Week 5**
M 9/25
W 9/27

**Week 6**
M 10/2 Project 3 due
W 10/4 Project 4 Magazine

**Week 7**
M 10/9 Research due, Project 4a
W 10/11

**Week 8 Mid-semester**
M 10/16 Project 4a due, Project 4b
W 10/18

**Week 9**
M 10/23 Project 4b due
W 10/25

**Week 10**
M 10/30 Project 4c due
W 11/1 Project 5 Retail Branding with Type
R/F/S 11/2,3,4 AAF Houston Student Conference, DoubleTree Greenway Plaza, Houston

**Week 11**
M 11/6 Research due, Project 5a
W 11/8

**Week 12**
M 11/13
W 11/15 Project 5a due

*** Fall Break Week ***

**Week 13**
M 11/27 Project 5b
W 11/29

**Week 14 study week (dead week)**
M 12/4
W 12/6 Project 5b due

**Week 15 Final Exam Week**
W 12/13 All projects due: final presentations **Portfolio Night 4:30 - 6 PM ATTENDANCE REQUIRED**

Portfolio Night event represents the Final Exam in this course. Plan ahead. Attendance is a requirement.

**Final portfolios & process books presented in-class final class day.**

**Graphic Design Portfolio Night public event showcase 4:30 – 6 W 12/13/23**
Projects
Project 1 Inspiring Quote: legibility plus aesthetic design
Project 2 Resumé: one page, clear, useful & prioritized design
Project 3 Film Poster: large format, hierarchy, immediate communication
Project 4 Magazine:
  Research
  4a Feature story
  4b Repeat section & table of contents
  4c Cover
Project 5 Retail Branding with Type:
  Research
  5a Branding identity
  5b Signage & environmental graphics

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 total completed and revised projects plus the process book.

IMPORTANT: Pickup portfolios Thursday & Friday of final exam week.

Grades & Attendance
Grades record:
1. Guidelines followed effectively, projects presented on time, and work actively discussed in class,
2. Final portfolio and process book presented and submitted in pdf-web format by last class day,
3. Attendance, impacts and qualifies 1 & 2. Individual attendance records are on D2L.

An excellent grade requires excellent attendance.
Attendance means more than just showing up. It includes active participation in class!
This advanced graphic design studio requires client presentations.
It is respectful and professional to show up prepared and on time.
It is disrespectful, unprofessional, and unacceptable to miss client presentations.
Absence above 6 contact hours (2 studio classes) or missing a project deadline adversely lowers a course grade.
Course failure results after missing cumulative: 6 classes, or 18 contact hours, or 3 deadlines, or equivalence.
Late work is not acceptable. Projects are turned in and presented on schedule.
All graphic design projects benefit from improved revisions and re-submission up to the last class day.

Grades record combined quantity and quality of completed class projects, qualified by attendance.
Final grades include: 1. class projects and participation level, 2. final portfolio and process book, and 3. attendance.
Attendance is essential. SFA School of Art attendance policy: ‘Class absences cannot exceed 6 hours (2 class days) without consequence. A student will not receive credit for any class after missing 18 contact hours (6 class days). Arriving late (10+ minutes) and leaving early (10+ minutes) may be considered partial absences that cumulatively and adversely influence the final grade.
Exceptions may be made for excused absences at instructors’ discretion. Document excused absence in writing to the instructor. Excellent grades depend upon excellent attendance.
Attendance means more than just showing up. Attendance includes in-class performance, attention level, and active participation. Attendance means bringing required course supplies and a positive attitude!

Please refer to online SFA Policy Manual 6.7, 6.3 and 6.24 for more detailed grade information.

Attendance update
Changes made to faculty notification requests formerly known as “Absence Notifications” for students, became effective Aug. 1. Below, you will find the process in which students can submit absences and how the Dean of Students Office will handle these requests moving forward.
Purpose: This serves to formalize a process for student absences that meets requirements set forth by the institution and supports students who may have missed classes for specified reasons.
Qualifying reasons are unplanned absences that have impacted a student's ability to attend class. This must be submitted no later than 10 business days after the incident. Qualifying reasons will fall into the following four categories:
Death of family member*
Hospitalization — admitted into the hospital for health purposes (medical or mental)
Personal emergency — this can include car accidents or drastic life events, such as a fire*
Administrative and other — this can include jury duty, court subpoena, etc.
*Other situations may be considered at the discretion of the Dean of Students Office.
Additionally, requests must be accompanied with appropriate documentation, which includes, but is not limited to death certificates, obituaries/programs (with listed name), medical discharge documents, a subpoena, a jury summons, or a police report from an accident.
Some reasons for being denied a faculty notification request may include, but are not limited to illness, traffic court, oversleeping, physician’s appointment, car trouble, or an emergency room visit (non-admittance).

Process:
Students are responsible for submitting faculty notification requests and providing supporting documentation substantiating the reason for requests. Requests with no supporting documentation will automatically be denied.
SFA’s Student Outreach and Support will review documentation and assess validity. Upon review, SOS will determine the approval or denial of the faculty notification request.
SOS will notify students of the faculty notification request determination and will notify faculty members only of approved faculty notification requests.
It is the student’s responsibility to provide approved faculty notification requests to faculty members. Additionally, it is at the faculty member’s discretion to honor approved circumstantial requests.

SFA General Bulletin Items
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, labs and activities for which a student is registered. For classes where attendance is a factor in the course grade, the instructor shall make his 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. University policy excuses students from attendance for absence related to health, family emergencies and student participation in university-sponsored events. Students are responsible for providing documentation satisfactory to the instructor for missed classes. Students with acceptable excuses may be permitted to make up work for absence 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 case of absence by participation in University-sponsored events, announcement via MySFA by the provost constitutes official excuse. Event faculty sponsors must submit an e-mail attachment with written absence explanation, date, time and alphabetical list of students attending to the office of the provost for posting.
Grading System: Student grades are determined by daily work, oral/written quizzes, and final exams. A means excellent; B good; C average; D passing; F failure; QF quit failure; WH incomplete/grade withheld; WF withdrew failing; WP withdrew passing. WP/WF are assigned only when a student has withdrawn from the university after mid-term or with approval of the student’s academic dean. No grade can be taken from the record unless mistakenly recorded. Specified courses are graded on a pass/fail (P/F) system with no other grade awarded. A student who earns F can get credit only by repeating the course. A gives 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 remedial courses, repeat courses and courses dropped with grades of W or WP, are counted in the grade point average. WF counts as hours attempted with 0 grade points earned in computing grade point average. WP does not count as hours attempted in computing grade point average. At instructor’s discretion and with approval of the director, WH is earned only if the student cannot complete the course due to unavoidable circumstances. Students must complete work within one calendar year from the semester when they receive WH, or the grade automatically becomes F. If students register for the same course in future terms, WH automatically becomes F and is counted as a repeat course for the purpose of computing the grade point average.

Withheld Grades Semester Grades Policy (5.5): 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 coursework 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 to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Academic Integrity:
The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is
not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

All university faculty and students are responsible for academic integrity. Faculty promote integrity by instructing on the practice of honesty, abiding by university policy on penalties for cheating and plagiarism, and by personal example.

Definition of Academic Dishonesty: Academic dishonesty includes cheating and plagiarism. Cheating includes (but not limited to) using or attempting to use unauthorized materials to aid in achieving a better grade in a course; falsifying or inventing any information intended to deceive (including citations and assignments); and/or helping or attempting to help another in cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they are your own. Examples of plagiarism: submitting an assignment as if it were your own work when it is partly the work of another; submitting a work that has been purchased or obtained from an Internet source or other source without due credit; and using the words or ideas of an author in your work without giving the author due credit. Complete policy at http://www.sfasu.edu/policies/academic-integrity.asp

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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Excused Absence: Document excused absence due to illness or medical reasons via online form: www.sfasu.edu/osrr, or phone: Office of Student Rights and Responsibilities, 936-468-2703.

Safety: “If you are pregnant or 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 ensure 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

MASK POLICY (applies during public health emergency only)
Masks (cloth face coverings) must be always worn over the nose and mouth in this class and appropriate physical distancing must be observed when required. Personal hand sanitizer and additional health precautions encouraged.

SFA ONLINE: https://www.sfasu.edu/academics/sfaonline
Brightspace and Zoom support information and tutorial videos: https://www.sfactl.com/student-support
Brightspace Support team: 936.468.1919, d2l@sfasu.edu

AARC: Academic Assistance and Resource Center (AARC)

Diversity Statement: https://www.dropbox.com/s/fz9d4mi2j01pb0z/20210802-DEI-EquityStatement-07.mp4?dl=0
**Student Wellness and Well-Being** 
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**
The Dean of Students Office (Rusk Building, 3rd floor lobby)  
[www.sfasu.edu/deanofstudents](http://www.sfasu.edu/deanofstudents), 936.468.7249  
dos@sfasu.edu, SFA Human Services Counseling Clinic Human Services, Room 202  
[www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp), 936.468.1041

The Health and Wellness Hub “The Hub”  
Location: corner of E. College and Raguet St.  
To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:  
Health Services  
Counseling Services  
Student Outreach and Support  
Food Pantry  
Wellness Coaching  
Alcohol and Other Drug Education  
[www.sfasu.edu/thehub](http://www.sfasu.edu/thehub), 936.468.4008, thehub@sfasu.edu

**Crisis Resources:**  
Burke 24-hour crisis line: 1.800.392.8343  
National Suicide Crisis Prevention: 9-8-8  
Suicide Prevention Lifeline: 1.800.273.TALK (8255)  
Crisis Text Line: Text HELLO to 741-741

**Vocabulary**  
**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-Classic), 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

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