

Typographic Design • Course Syllabus and Guidelines
Digital Communication Department
Houston Community College • Southwest, West Loop Campus

Course Title:	Typographic Design
Course Number:	ARTC 2317
	CRN# _____
Credit Hours:	3
Prerequisites:	<ul style="list-style-type: none">• Introduction to Computer Graphics, ARTC 1325 (previously Digital Publishing I, ARTC 1313, before that GRPH 1322)• Digital Imaging I, ARTC 1302 (Adobe Photoshop)• Basic Graphic Design, ARTC 1305• Computer Illustration ARTC 1353 (Adobe Illustrator) (previously Object Oriented Graphics, GRPH 1359)
Pre or Co-requisite:	* Digital Publishing II, ARTC 2313 (Adobe InDesign) (previously GRPH 1322)
Recommended:	History of Graphic Communication, ARTC 2311
Instructor:	Margo Reece
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Office Hours:	TBA

Catalog Description

The exploration of problems in typographic design including computer generated letter forms as elements of design. Topics include, the theory and techniques of traditional, contemporary, and experimental typographic for advertising and editorial usage.

Course Description

This course introduces students to the fundamentals of typography. Students will become proficient with typography's basics: type terminology, type anatomy, type classifications and proper selection of type, type setting and typographic hierarchy in the layout. Students will increase their knowledge of, and sensibility toward, typographic details in order to communicate more effectively with type. Exercises, in combination with visual problems, provide students the opportunity to develop and reinforce typographic skill.

Course Competency Statement

Upon satisfactory completion of the typography course, the student will...

- utilize digital font technologies
- understand the distinction between typefaces, fonts, and families...
- demonstrate skill in recognizing and naming type anatomy and identifying typefaces
- recognize classifications of type, their function and application
- make appropriate design decisions concerning typefaces, x-heights, point sizes, leading, line length, etc. for type setting that supports legibility and readability
- utilize a visual hierarchy in page design with type
- understand and utilize simple grids
- utilize typographic refinements...special characters, typographic punctuation, kerning,

- proportional indentions, consistent alignments, etc.
- demonstrate creativity and conceptual problem solving (ideas) utilizing typography as an primary element of design and communication
- practice and strengthen interpersonal, written and verbal communication skills
- demonstrate the ability to meet deadlines
- add to an effective portfolio.

Required Materials (Note: *New 3rd edition of text is not out till November 09)

- Textbook - **A Typographic Workbook Second Edition** by Kate Clair and Cynthia Busic-Snyder
ISBN # 0-471-69690-0 Lists new \$ 26.40/ **used for \$ 20.00 or less!** @ Amazon.com /Pub. John Wiley and Sons, Inc. (1-800-225-5945, X23987)
- Optional - *Adobe Type Library Reference Book* published by Peachpit Press, (3rd edition), ISBN # 0321544722, \$ 29.69 or less @ Amazon.com (2nd edition), ISBN # 0-321-13646-2
Supplementary books you should have – current reference books on...
Handling fonts in your operating system (OSX or Windows)
Adobe Illustrator CS and InDesign (the manuals are fine)
- Portable media drive USB (Flash) or (Firelight) Firewire Drive (40+ Gigs)
- A ream of good quality LASER paper. NOT multipurpose, not copy paper!
- A type ruler (plastic is fine).
- A small inexpensive stapler and staples.
- Three ring binder and note paper (to take a and store notes & all handouts).
- B & W printing must be done on a B & W *laser* printer.
- Color printing will be required in the course.
 - If you have a color printer and paper you can print at home.
 - Print color at a service bureau like HPI, A&E, etc .
 - Color print in the labs during lab time, not during class.
The Epson printer will require the use of Epson brand paper for the Epson Stylus Color _____ printer. Available at Microcenter, Best Buy, Office Depot, etc. and by mail order.

General Course Requirements

- demonstrate daily competency in digital and typographic working methods, problem solving
- demonstrate daily knowledge of typographic concepts and related vocabulary
- participate in all class activities
- take notes during lecture/demos/field trips
- complete required readings necessary to support course content– use the index at the back of any book to lookup topics
- complete any and all assignments, competency quizzes, tests, exams or projects.

Method of Presentation

Class time will be spent in lecture/discussion/practice/critique formats. Other formats may be used such as student (verbal) research presentations, testing, guest lecturers, video, films, or field trips.

Breakdown of Grading Percentages

Exercises/non-visual work (web & chapter related, notebook, quizzes, GC*, etc.)	20%
Outside Homework Assignments (visual work)	50%
Final Project (3 pieces/each worth 10%)	30%

*General Competencies include attendance, punctuality, participation and “Personal Qualities” (note the following definition) – The student will display a high standard of attendance, punctuality, enthusiasm, and optimism in approaching and completing tasks. Throughout the course, the student will exert a substantial, sustained level of effort and persevere toward goal attainment, work to become proficient at doing tasks by setting high standards, paying attention to details, working cheerfully, even when assigned a challenging task, and REMAIN FOCUSED ON THE CLASS AND COURSE CONTENT.

Grading Criteria

Your work will be evaluated according to the following...

1. Adherence to the Course: Complete assignments in the proper sequence in a timely manner.
2. Adherence to the Assignment: Follow the assignment and guidelines given by the instructor.
3. Level of Difficulty: More sophisticated work may receive higher scores.
4. Creativity and Originality: Solving the assignments in an imaginative, visually appealing, unique way may lead to a higher score.
5. Quality of Execution: technique counts. Poor technique is never acceptable.
6. Honesty: Do your own work. Lab monitors are not employed by the department to assist you in completing your assignments – the key word here is “your” assignments.

Grade Percentiles

- 90%+ = A/ Exceptional work –superior in mechanics, style, creativity, content
80%+ = B/ Above average, superior in some areas—mechanics, style, creativity, content
70%+ = C/ Average quality work – adequate yet not exceptional.
60%+ = D/ Below average work – noticeably weak in mechanics, style, creativity, content.
*Below 60% is failing work: clearly deficient in mechanics, style, creativity, content.

Course Policies

The Class Critique

- Class critique days are to be treated as an “exam” day. Attendance is mandatory at critiques. Please do not schedule doctor’s appointments, trips out of town, etc., on those days.
- If you are present but your work is not completed and in class—deduct 10 points from your earned grade.
- If your work is completed and in class but you are not present—deduct 10 points from your earned grade.
- If you are not present at the critique and your work is not completed and in class—deduct 20 points from your earned grade.
- Each student will be asked to share observations about the work during the critique.
- Polite objectivity is essential to a productive discussion.

Course Work Requirements

Course work will require completion of assignments outside of class time. A sheet detailing lab times and policies will be posted on the glass next to the classroom door early in the semester.

1. Submitting assignments:
 - a. All assignments will be due on paper and/or in electronic form.
 - b. Assignments will not be accepted in advance. Do not attempt to turn in work to the instructor until the due date in class.
2. Assignments submitted on paper, unless otherwise instructed, must be submitted with a

TYPED or CLEARLY PRINTED credit in the bottom right hand corner of the page:

- a. Your name and © 2008 (if the work is original)
- b. Multiple-page printed assignments submitted on paper must be stapled together (NO paper clips)! Staple the upper left corner of the pages together.
*Without all the above your work will be docked -10 points.

3. Late assignment requirements and outcomes...

- a. Late work will only be accepted exactly one week from the due date. Work must be turned in to the instructor the following week at the beginning of class.
- b. Late work meeting that deadline will be penalized by a reduction of a whole letter grade (-10 points). If you were absent on the day it was due deduct an additional ten points. (-20 points).
- c. **Late assignments not meeting the one week deadline above receive a "O" (zero).**
- d. To turn work in late it must be printed on paper and/or turned in electronically:
 1. Meet all criteria in #1 & 2 listed above.
 2. Attach a blank page to the front of your late assignment.
 3. At the top of the page PRINT CLEARLY:
 - a. "LATE"
 - b. YOUR NAME
 - c. The DATE (you turned it)
 - e. If an electronic file was due...before the end of class place your file in the appropriately labeled folder on the server.
- e. Failure to comply with any of the criteria listed above for late work will cause your grade be docked another -10 points (for up to total of -30 points).
- f. Late work will be graded late and returned to you late, either around midterm or at the end of the semester!

Attendance and Punctuality

Class attendance is mandatory. Attendance will be taken promptly at the beginning of each class. You are late if you are not in the class room when attendance is taken. After 1/4 hour you will be marked absent. Absences in excess of HCC's guideline stated below will result in your being dropped from the course! According to the HCCS catalog: "A student may be dropped from a course for excessive absences after the student has accumulated absences in excess of 12.5% or 8 hours of instruction" (4 day or 2 night classes).

Keep in mind that tardiness or leaving early will be accessed as missed hours of instruction. Note: two tardies or leaving class before you are dismissed will equate to one absence.

NOTE: INFORMATION COVERED IN CLASS WILL NOT BE REPEATED FOR TARDY OR ABSENT STUDENTS! If you have to miss class it is your responsibility to make arrangements with another student in the class to copy their notes. No makeup of quizzes, tests, exams will be permitted without a verifiable, documented medical or personal emergency for the day (s) missed. In that event, the makeup will be taken on the student's own time during lab under supervision, not during class time.

Withdrawal Procedure

If you are unable to complete this course, the instructor may not assign a "W" after the official last day to drop! See the semester calendar.

1. YOU ARE RESPONSIBLE FOR WITHDRAWING YOURSELF before the official drop date!
Quote from HCC Student Handbook: "Although it is your responsibility to drop a course for nonattendance, the instructor has the authority to drop you for excessive absences."

2. If you stop attending class and do not withdraw yourself, depending on your standing in class, the instructor may withdraw you or you may receive a failing grade.
3. If you drop the course you cannot continue to attend class. Only currently registered students may attend class.

Concerning Cell Phones

All cell phones must be turned OFF before entering the class.

Cell phones may not be utilized in the classroom at any time. NEVER talk on the phone in the classroom—if you must talk wait until break time outside the classroom!

Concerning MP3 Players

MP3 players (ipods, etc.), or earphones of any sort are not permitted during class lectures, discussions, demonstrations, critiques, slide presentations, or any other class activity.

Classroom Procedures

Before you leave class cleanup! Pickup any papers, trash, cans, bottles from your station/table and discard in the waste receptacle by the door. Push your chair in at your position. No food allowed at CPUs—only one drink on the table or floor.

Restrictions of Recording Devices

Use of recording devices including camera phones, cameras, audio/tape recorders, and video recorders is prohibited in classrooms, laboratories, faculty offices, and other locations where instruction, tutoring, or testing occurs. Students with disabilities who need to use a recording device as a reasonable accommodation should contact the Office for Students with Disabilities for information regarding reasonable accommodation (see next paragraph).

Plagiarism and Scholastic Dishonesty

Scholastic dishonesty, according to the *Student Handbook* for the Houston Community College System includes cheating on a test, plagiarism, and collusion. A definition of plagiarism as it relates to graphic design: “to pass off (the ideas or images of another) as ones own: use without crediting the source: present as new and original an idea derived from an existing source.” This course adheres to HCC’s policy on “Plagiarism and Scholastic Dishonesty”. The department will pursue and enforce disciplinary action regarding acts of scholastic dishonesty as defined above. Students should apprise themselves of HCC’s policy in the current student handbook and college catalog. Ignorance is not an excuse.

Copyright violation : any images or text provided by the instructor for class practice are copyrighted and are the property of either the instructor or other writers/designers/photographers and are for educational use (practice) only in Margo Reece’s ARTC 2317; not for sale, or profit, or published use (Web or otherwise), or use in any other class, and not to be claimed as the intellectual property of the student using said materials at any time, for any purpose, under any circumstances. Note: The student is encouraged at all times to generate their own original text and imagery (write and go take pictures!).

General College Policies

For HCC’s policies regarding: Attendance Requirements, Grading Scales, Withdrawals, Refunds see the current student handbook and college catalog.

NOTICE: Students who repeat a course three or more times may soon face significant tuition/fee increases at HCC and other Texas public colleges and universities. If you are considering course withdrawal because you are not earning passing grades, confer with your instructor/counselor as early as possible about your study habits, reading and writing homework, test-taking skills, attendance, course participation, and opportunities for tutoring or other assistance that might be available.

Students With Disabilities

Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact Dr. Becky Hauri at 713) 718-7910 in the Southwest College Disability Support Services Office at the beginning of each semester. Faculty is authorized to provide only the accommodations requested by the Disability Support Services Office.

To visit the ADA Web site, log on to www.hccs.edu click Future Students, scroll down the page and click on the words Disability Information.

Date, sign, and turn in the bottom portion of this page to the instructor today.

-----fold and tear here-----

Date _____

I have read and understood all the above requirements and policies listed in Margo Reece's syllabus and the addendum to the syllabi for Typographic Design, ARTC 2317, and agree to abide by them.

I understand that if I am a student with a disability it is my responsibility to contact the ADA counselor at the S.W. College at the beginning of the semester.

Signed _____

PRINT your name clearly _____