ARTC 1327.43400
Typography
Class Hours
Online
http://ecampus.dcccd.edu/

Instructor: TBA

Contact Information:

Phone: 972-860-7069

Email address: ddanforth@dcccd.edu

Hours Available: Monday - Friday by appointment

Office L113

Course Description: A study of letterforms and typographic concepts as elements of graphic communication. Emphasis on developing a current, practical typographic knowledge based on industry standards. (2 Lec., 4 Lab.)

Through lectures, demonstrations and studio work students are introduced to all aspects of Typography from its historical precedents to its current use. Creative thinking is encouraged, along with prescribed techniques and media.

Typography is a tool for doing things with: shaping content, giving language a physical body, enabling the social flow of messages. Typography is an ongoing
tradition that connects you with the other designers, past and future. Type is with you everywhere you go.

**End-of-Course Outcomes:** Been able to apply the principles of Typography to two-dimensional design collateral with specific themes.

Developmental Courses

The Texas Success Initiative (TSI) is a statewide program designed to ensure that students enrolled in Texas public colleges and universities have the basic academic skills needed to be successful in college-level course work. The TSI requires assessment, remediation (if necessary), and advising of students who attend a public college or university in the state of Texas. The program assesses a student’s basic academic skills in reading, writing, and math. Passing the assessment is a prerequisite for enrollment in many college-level classes such as English 1301/1302, History 1301/1302, Math 1414, etc. Students who do not meet assessment standards may complete prerequisite requirements by taking developmental courses in the deficient area and passing them with a grade of C or higher. In some cases retesting will also be required. It is up to each student to be aware and informed about requirements that are subject to change. Additional information is available from the TSI Office. [https://www1.dcccd.edu/cat0910/admiss/tsi.cfm?loc=4](https://www1.dcccd.edu/cat0910/admiss/tsi.cfm?loc=4)

Text/Materials:

Text: Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students [Paperback]

Link - [http://amzn.com/1568989695](http://amzn.com/1568989695)

Data Files: Instructor will provide instructions for obtaining the Data Files.

Software: A current browser, such as Internet Explorer or Firefox, Adobe Illustrator CC and Adobe InDesign CC or higher. Mac or PC computers.

Handouts: Additional handouts may be required. Instructor will provide information on obtaining this material.

Teaching Methods:
1. Lectures/Demonstrations: Important material from the text and outside sources will be covered in class. You should plan to take careful notes as not all material can be found in the texts or readings. Discussion is encouraged as is student-procured, outside material relevant to topics being covered.

2. Assignments: Concepts Reviews, Skills Reviews, Independent Challenges and other projects and readings will be periodically assigned to help support and supplement material found in the lessons. These assignments may require the application of various software applications.

3. Quizzes: Occasional scheduled or unscheduled quizzes will be given to help ensure you stay up with assigned material.

4. Exams: The exams will be closed book/note and will test assigned readings and material discussed in class. Review sheets will be provided before the exam day. The final exam will not be comprehensive in nature. However, the instructor reserves the right to retest on material that was not appropriately comprehended. These items will be noted on exam review sheets.

**Course Level Student Learning Outcomes:**

Upon successful completion of this course, students will be able to:

1. Understand the standard vocabulary of desktop and print publishing.
2. Use application tools and functions common to desktop publishing and page layout software.
3. Locate and choose fonts needed for DTP projects.
4. Employ palettes and apply functions common to DTP including color, layout style sheets and measurements.
5. Setup up documents using forms, rules and tables.
6. Distinguish between effective usage of inkjet and laser printers.
7. Use efficient digital project file management.
8. Practice efficient working techniques.

**Students who successfully complete this course will meet The Secretary's Commission on Achieving Necessary Skills (SCANS) was asked to examine the demands of the workplace and whether today's young people are capable of meeting those demands.**
Scans Workplace Competencies Scans Foundations

COMPETENCIES - effective workers can productively use:

- Resources - allocating time, money, materials, space, and staff;
- Interpersonal Skills - working on teams, teaching others, serving customers, leading, negotiating, and working well with people from culturally diverse backgrounds;
- Information - acquiring and evaluating data, organizing and maintaining files, interpreting and communicating, and using computers to process information;
- Systems - understanding social, organizational, and technological systems, monitoring and correcting performance, and designing or improving systems;
- Technology - selecting equipment and tools, applying technology to specific tasks, and maintaining and troubleshooting technologies.

THE FOUNDATION - competence requires:

- Basic Skills - reading, writing, arithmetic and mathematics, speaking, and listening;
- Thinking Skills - thinking creatively, making decisions, solving problems, seeing things in the mind's eye, knowing how to learn, and reasoning;
- Personal Qualities - individual responsibility, self-esteem, sociability, self-management, and integrity.

Visit http://wdr.doleta.gov/SCANS/whatwork/ for more information on the Secretary's Commission on Achieving Necessary Skills

Obtaining Final Course Grades Using eConnect

Final Grade Reports are no longer mailed. Convenient access is available online at www.econnect.dcccd.edu. Use your identification number when you log onto eConnect, an online system developed by the DCCCD to provide you with timely
information regarding your college record. Your grades will also be printed on your Student Advising Report, which is available in the Admissions Office.

Eastfield College Email Policy

Faculty and students must have and use a DCCCD account for all correspondence relating to academic coursework. For information on setting up a DCCCD student email account go to: http://www.dcccd.edu/netmail/home.html

Grading:

7 Projects:

Assessment - 50 points
Font Examples - 10 points
Type - 100 points
Grid - 25 points
Space and Meaning - 25 points
Poster - 100 points
Book - 100 points
Reading and discussion Board - 25

Total points: 435 points
Week 1 LETTER

Class exercise: Drawing Letterforms/Letterform Terminology

Project: typography journal (ongoing).

Over the course of the semester, collect samples of typography. You may sketch,
photograph, cut items from magazines, find scraps of paper on the street, or cut out bits of packaging. Create a two-inch-square sample of each specimen that you find.

(Making a viewfinder will help you frame your samples nicely as well as cut them out without measuring.) Arrange your specimens in a simple grid (2 columns, 4 rows, all cells touching.) Complete 8 entries by end of semester.

Due next week: at least one diary entry; complete letterform drawings if necessary.

Reading (for next week): “Letter,” from Thinking w/Type

**Week 2 LETTER**

Lecture: History of Typography/Typeface Terminology

Project: type prototype (Begin sketching during class; complete design due next week). Develop a concept for a new font whose forms relate to an 9 x 9 square grid. Each box in the grid must be either “on” or “off.” You have no curves or true diagonals. Represent the letters A, B, C, P, Q, R, in capitals only. Draw your letterforms on a sheet of graph paper. Consider proportion, weight, and structural features such as height of cross bars, how elements end, how to accommodate curves and diagonals within the grid of squares, etc. Give your typeface a name.

**Week 3 WORD**

Critique: type prototype

Final design due next week.

Project: word compositions two words from the list provided.

Create a composition for each word that expresses the meaning of the word. (See details on project sheet.) Begin work in class.

**Week 4 WORD**

Critique: word compositions

Project: Choose one of your words and make it into the identity of a business or organization (café, theater, store). Apply your identity to an object (t-shirt, mug, building, van). Represent your object within a 6-inch square. (See details on project sheet.)

Reading (for next week): “Text,” from Thinking w/Type
**Week 5 TEXT**

Lecture: Text Terminology / InDesign or Quark workshop

Critique: word compositions

Project: text composition (First draft due next week; final due the following week). Within a 6 x 6 square, compose the text in a manner that expresses its meaning. Use 9 pt. Adobe Garamond only. Use variations in alignment, leading, line length, orientation, and spacing. Avoid variations in weight, style, or size.

(See details on project sheet.)

**Week 6 TEXT**

Critique: text composition (first draft)

Class project: paragraphs. Working singly or in teams of two, devise many different ways to break the text provided into paragraphs. Work in InDesign. Be creative! Win valuable prizes!

Due next week: Revised version of text composition.

Reading (for next week): “Grid,” from Thinking w/Type

**Week 7 GRID**

Lecture: grid

Project: grid Arrange the text provided on a grid. Page size is 8 x 8 inches. Create three variations. (See project sheet for details.)

**Week 8 POSTER**

Critique: grid

Lecture: poster design and hierarchy

Project: poster Design an 11 x 17 poster for a lecture series about contemporary design, using the text provided. Your poster may include typography, blocks of color, lines, and abstract shapes. It may not include images.

Critique: poster
Week 10 POSTER

Critique: poster

Project: book All students will design and produce two copies of a 16-page book. Create your own content, or use a text provided by instructor. Next week, be prepared to discuss your book idea. What is the content? How will you approach the design?

Week 11 BOOK

Workshop: bookbinding In this hands-on bookbinding workshop, you will learn a few simple bookbinding techniques.

Discussion: Student book concepts; look through examples of interesting books by designers

Due next week: Begin designing your book. The format of your book is 7 x 7 inches. You may choose a different shape or size if you have a reason. Bring in at least 4 sample spreads.

Week 12 BOOK

Individual critiques: book

Due next week: Continue working on your book.

Week 13 BOOK

Due next week: Prepare a complete dummy of your book, in full-scale double-page spreads, trimmed to the edge and taped together in sequence.

Week 14 BOOK

Individual critiques: book

Week 15 FINAL REVIEW

Instructor will meet with each student individually; bring all projects.

Obtaining Final Course Grades Using eConnect

Final Grade Reports are no longer mailed. Convenient access is available online at www.econnect.dcccd.edu. Use your identification number when you log onto eConnect, an online system developed by the DCCCD to provide you with timely information regarding your
college record. Your grades will also be printed on your Student Advising Report, which is available in the Admissions Office.

**Eastfield College Email Policy**

Faculty and students must have and use a DCCCD account for all correspondence relating to academic coursework. For information on setting up a DCCCD student email account go to: [http://www.dcccd.edu/netmail/home.html](http://www.dcccd.edu/netmail/home.html)

**Attendance Policy:**

Attendance and participation in all classes, group critiques, and individual meetings is very important. All late work will drop one full letter grade for each class day it is late. All late work must be turned in during class. An incomplete will be given in only rare cases, and for non-academic reasons.

Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

**Financial Aid Statement for Distance Learning Classes**

If you are receiving Financial Aid grants or loans and are enrolled in a Distance Learning class, you must show participation in this class prior to the certification date by either e-mailing or contacting the instructor or logging on to eCampus. Do not drop or stop attending any class without consulting the Financial Aid Office. Changes in your enrollment level and failing grades may require that you repay financial aid funds.

**Repeating This Course: (Third Attempt to Enroll in a Course)**

Effective for Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. All third and subsequent attempts of the majority of credit and Continuing Education/Workforce Training courses will result in additional tuition to be charged. Developmental Studies and some other courses will not be charged a higher tuition rate. Third attempts include courses taken at any of the Dallas County Community Colleges since the Fall 2002 Semester. See Third Attempt to Enroll in a Course at: [http://www.dcccd.edu/thirdcourseattempt/](http://www.dcccd.edu/thirdcourseattempt/)

**Academic Honesty Statement**
Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion.

As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog at [http://www1.dcccd.edu/cat0506/ss/code.cfm](http://www1.dcccd.edu/cat0506/ss/code.cfm)

Academic dishonesty includes, but is not limited to, cheating on tests, plagiarism and collusion. Cheating includes copying from another student’s test or homework paper, using materials not authorized, collaborating with or seeking aid from another student during a test, knowingly using, buying, selling, stealing, or soliciting the contents of an unadministered test, and substituting for another person to take a test. Plagiarism is the appropriating, buying, receiving as a gift, or obtaining by any means another’s work and the unacknowledged submission or incorporation of it in one’s own written work. Collusion is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. Academic dishonesty is a serious offense in college. You can be given a failing grade on an assignment or test, can be failed for the class, or you can even be suspended from college.

**Food and Drink Policy**

Food, drinks, and tobacco products are prohibited in Eastfield College classrooms.

**ADA Statement**

Students requiring accommodations due to the presence of a disability must identify themselves thirty days before the semester begins and demonstrate/document the need for accommodation at the Disability Services Office. For information regarding the rights and responsibilities of students with disabilities, contact the DSO at 972-860-8348. [http://www.eastfieldcollege.edu/SSI/DSO/](http://www.eastfieldcollege.edu/SSI/DSO/) Faculty, if you have questions about the Disability Office, here is a link for you: [http://www.eastfieldcollege.edu/SSI/DSO/FacultyResources.asp](http://www.eastfieldcollege.edu/SSI/DSO/FacultyResources.asp)

**Religious Holidays**

Absences for observance of a religious holy day are excused. Notification of the absence must be given to the instructor in writing at least two weeks prior to the date of the holy day. A student whose absence is excused to observe a religious holy day is allowed to contract with the instructor to take a make-up examination or complete an assignment within at a mutually agreed upon time after the absence.

**Withdrawal Policy**
If you are unable to complete this course, it is your responsibility to formally withdraw. Each course has a specific drop date. For this class, the drop/withdrawal request must be received in the Registrar’s Office by April 16th, 2015. If you drop a class or withdraw from the college on or before the official drop/withdrawal deadline, you will receive a “W” (Withdraw) in each class dropped. Failure to complete and official withdrawal by the assigned date will result in your receiving a performance grade, usually an “F.” For complete information on the drop requirements, policies and procedures, refer to the current online college catalog at [www.dcccd.edu](http://www.dcccd.edu) at the following link [https://www1.dcccd.edu/catalog/ss/oep/dw.cfm?use_nav=acad_info&loc=econ](https://www1.dcccd.edu/catalog/ss/oep/dw.cfm?use_nav=acad_info&loc=econ)

**STOP BEFORE YOU DROP**

For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a "W". Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access:

[https://www1.dcccd.edu/coursedrops](https://www1.dcccd.edu/coursedrops)

**Family Educational Rights and Privacy Act of 1974 (FERPA)**

In compliance with the Family Educational Rights and Privacy Act of 1974 (FERPA), the College may release information classified as “directory information” to the general public without the written consent of the student. Directory information includes: (1) student name, (2) student address, (3) telephone numbers, (4) date and place of birth, (5) weight and height of members of athletic teams, (6) participation in officially recognized activities and sports, (7) dates of attendance, (8) educational institution most recently attended, and (9) other similar information, including major field of student and degrees and awards received. Students may protect their directory information at any time during the academic year. If no request is filed, directory information is released upon written inquiry. No telephone inquiries are acknowledged. No transcript or academic record is released without written consent from the student, except as specified by law.

**Classroom Etiquette**

As a courtesy to the instructor and your fellow students it is requested that you turn your cell phones/pagers off during class. You may bring and listen to your own music during “open” lab time with headphones and at a reasonable volume as to still be able to participate in class.
The instructor reserves the right to amend this syllabus as necessary.