ARTC-1327-43400

Typography

Spring 2019
Instructor: Sandra Evans
Phone: 972-391-1047
Email address: SandraEvans-Odria@dcccd.edu
Hours Available: Tuesday & Thursday 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.

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, and 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:
Create letterforms; solve typographic problems; identify a variety of typefaces; and apply typographic practices.

Software:
You are required to rent the software for this class or use the computer lab at the school. We will be using Adobe Photoshop CC2015 for this class.
Link to Adobe’s website for the educational version - https://www.adobe.com/creativecloud/buy/students.html?promoid=KLXMM

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

Marker paper 12” x 9”:
http://amzn.to/2bHqJMX
Data Files:
Instructor will provide instructions for obtaining the Data Files.

Software:
A current browser, such as Chrome or Firefox, Adobe Photoshop CC 2015 and Windows / Mac operating systems will be used.

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

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

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.
Course Objectives:
- Course Level Student Learning Outcomes:
- Identify the parts of a letter
- Choose appropriate fonts, styles, point sizes and line spacing
- Understand typographic terminology
- Develop a sense of aesthetics for typography
- Identify well-designed type layouts
- Identify fonts by name
- Define basic type measurements
- Use software tools to develop creative skills of type manipulation

Grading:
- Type 100 points
- Grid 25 points
- Space and Meaning 1 100 points
- Ransom Note 100 points
- Pinterest Typography Inspiration Board 100 points
- Memorial Day Social Media Post 100 points
- Positive & Negative 100 points
- Infographic 100 points
- Reading and discussion Board 50 points
- Total points: 775 points

Assignment and Projects Deadline Policy:
Projects will be accepted up to 5 days late after the deadline, however they will receive a 10 point deduction per day that they are late.

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

Attendance Policy:
Attendance and participation in all classes, group critiques, and individual meetings is very important. However, three absences will be excused. Each absence, for any reason, beyond three will result in a reduction in the final grade by 1 letter grade. Students are allowed to be late 3 times (including class and individual meetings). Each late arrival beyond three, for any reason, will count as an absence. Attendance will be taken at the beginning of class. If you are late to class, it is your responsibility to notify me of your arrival and verify that your late arrival has been recorded. Arrival beyond 15 minutes after the scheduled time will be recorded as an absence. 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/

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

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 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. The Office of Institutional Equity, in coordination with DCCCD colleges, has the primary responsibility for reviewing, updating and implementing compliance policies and procedures. The Institutional Equity and Compliance Officer and the Office of Institutional Equity will ensure compliance with College District policies, federal and state laws related to sexual assault, Title IX, Title II (Americans with Disabilities Act) and the Military Veterans Full Employment Act to support diversity and inclusion.

Students with Disabilities:

If you are a student with a disability and/or special needs, or if you think you may have a disability, please contact the college Disability Services Office (DSO). Please note that all communication with DSO is
confidential. If you are eligible for accommodations, please provide or request that the DSO send your accommodation letter to me as soon as possible (students are encouraged to contact DSO at the beginning of the semester). For more information regarding the College Disability Services Office, please visit the Student Services website: dcccd.edu/DSO Offices or contact DCCCD Office of Institutional Equity at (214) 378-1633.

**College Disability Services Offices:**
Brookhaven 972-860-4673
Cedar Valley 972-860-8119
Eastfield 972-860-8348
El Centro 214-860-2411
Mountain View 214-860-8677
North Lake 972-273-3165
Richland 972-238-6180

**A Note on Harassment, Discrimination and Sexual Misconduct:**
We are committed to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX and DCCCD policy prohibit harassment, discrimination and sexual misconduct. If you encounter harassment, sexual misconduct (sexual harassment, sexual assault, stalking, relationship violence, stalking), retaliation or discrimination based on race, color, religion, age, national origin, disability, sex, sexual orientation, gender identity, and/or gender expression, please contact your College Title IX Coordinator or the Office of Institutional Equity. We treat this information with the greatest degree of confidentiality possible while also ensuring student welfare and college safety. We are concerned about the well-being and development of our students, and are available to discuss any concerns. There are both confidential and non-confidential resources and reporting options available to you. If students wish to keep the information confidential, please contact the college Counseling or Student Health Services. As required by DCCCD policy, incidents of discrimination and/or sexual misconduct shared with faculty will be reported to the College Title IX Coordinator or District Title IX Coordinator. The Title IX Coordinator will contact the student and determine if further investigation is needed. For more information about policies, resources or reporting options, please contact your college Title IX Coordinator or visit www.dcccd.edu/titleIX.

**College Title IX Coordinators:**
Brookhaven Terri Edrich TitleIX-BHC@dcccd.edu 972-860-4825
Cedar Valley Grenna Rollings TitleIX-CVC@dcccd.edu 972-860-8181
Eastfield Rachel Wolf TitleIX-EFC@dcccd.edu 972-860-7358
El Centro Shanee' Moore TitleIX-ECC@dcccd.edu 214-860-2138
Mountain View Regina Garner TitleIX-MVC@dcccd.edu 214-860-8561
North Lake Rosemary Meredith TitleIX-NLC@dcccd.edu 972-860-3992
Richland Bill Dial TitleIX-RLC@dcccd.edu 972-238-6386
Dallas Colleges Online Le'Kendra Higgs TitleIX-LEC@dcccd.edu 972-669-6672

District Title IX Coordinator Office of Institutional Equity LaShawn Grant TitleIX-District@dcccd.edu 214-378-1633

**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 17, 2019**. 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 at the following link 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
DCCCD Emergency Operating Procedures http://video.dcccd.edu/rtv/DO/emergency_dcccd.wmv

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.