

## **Typographic Design (ARTC 2317)**

### **Course Syllabus**

#### **ARTC - 2317**

6202-18484

#### **Alief Campus**

2811 Hayes Rd, Houston, TX 77082, Room B319

**Spring 2020 – Tuesdays & Thursday 2 - 3:50 pm**

**Instructor: Ms. Pen Morrison**

**Instructor Contact Information: [penelope.morrison@hccs.edu](mailto:penelope.morrison@hccs.edu) THROUGH CANVAS ONLY, PLEASE.**

**Conference time:** I will be available before class most weeks, or by appointment.

Please feel free to contact me concerning any questions or concerns. I want you to succeed!

#### **Course Description**

An introduction to typography, its place in design history, changing styles, typographic anatomy, font readability, function, aesthetics, and production.

#### **Canvas Learning Management System**

This section of ARTC 2317 will use Canvas (<https://eagleonline.hccs.edu>) to supplement in-class assignments, exams, and activities. I will post weekly activities and instructional resources for you to learn from that include videos to watch, textbook readings, assignments, and web sites that you should study materials from. HCCS Open Lab locations may be used to access the Internet and Canvas. USE FIREFOX OR CHROME AS THE INTERNET BROWSER.

#### **HCC Online Information and Policies**

Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

#### **Scoring Rubrics, Sample Assignments, etc.**

Look in Canvas for the scoring rubrics for assignments, samples of class assignments, and other information to assist you in the course.

<https://eagleonline.hccs.edu/login/ldap>

#### **Total Course Hours**

Credit and Lecture - 96.00; External Hours: 48 hours

Note: One hour of classroom instruction equates to a minimum of 1.5 hours of out-of-class student work for each week. External hours of student work may include assignments, projects, research, exam certification practice, and/or field trips.

Example: 2 lecture, 4 lab hours

Lecture 2hrs x 16 weeks = 32 hrs

Lab hours 4hrs x 16 weeks = 64 hrs

External Hours 3hrs x 16 weeks = 48 hrs

TOTAL hours = 144 hours

#### **Prerequisites Required**

Must have passed ARTC 1302 & ARTC 1305

#### **Course Goal**

Students who successfully complete this course will have a firm technical understanding of typographic terms, styles and families; identify prominent font families and best usages; have the ability to evaluate typography and to find appropriate, readable, esthetically pleasing solutions; and the have the ability to specify type in a variety of usages with confidence.

## **Student Learning Outcomes**

The student will be:

1. Knowledgeable of typographic history, terms and styles
2. Able to use the knowledge of fonts in composition and design for readability
3. Skilled in selecting appropriate fonts for applications, logos and logotypes
4. Skilled in finding solutions for readability and esthetics
5. Knowledgeable of the typographic vocabulary
6. Skilled in displaying work and showing and discussing process
7. Develop a portfolio of work that demonstrates proficiency in skills for employment
8. Present a portfolio of work that demonstrates proficiency in skills for employment.
9. Present work for critical discussion

## **Instructional Methods**

I want you to “see” as a designer. Your chosen path of being a visual designer gives you a big responsibility– to look, to see, to evaluate, and in turn make good design decisions. You are now in charge of making the world easier to navigate through images and information. Once you “see” design all around us every day, you cannot “unsee”. This process will make you a better designer, a better communicator. We will learn from the handouts in the class, but those are just a starting point. I hope you will learn to love fonts as much as I do, and bring your own vision into class every day. I will be bringing in real world examples of typography, and you are welcome to share examples too. My teaching method is collaborative, and our classroom discussions will grow and expand as far as you, my student, grows. As my student it is your responsibility to read the textbook, submit assignments by or before the due dates, study for the quizzes, participate in classroom activities, attend class, practice, use your sketchbook and of course, have fun!

We will learn the chapters in the textbook, but it is just a starting point. I hope you will learn to love fonts as much as I do, and bring your own vision into class every day. I will be bringing in real world examples of typography, and you are welcome to share examples too. My teaching method is collaborative, and our classroom discussions will grow and expand as far as you, my student, grows.

As my student it is your responsibility to read the textbook, submit assignments by or before the due dates, study for the quizzes, participate in classroom activities, attend class, practice, use your sketchbook and of course, have fun!

## **Student Assignments and Assessment**

The assignments given to you in this class have been designed to help you better understand typography. They are designed to help you “think outside the box”, an over used phrase that is nonetheless essential to become a superior designer.

Each assignment you do in class as well as homework will be graded based on the following criteria. NOTE: Some of these items may change from assignment to assignment. These criteria are in place so you know exactly what I am looking for in each assignment. I want to you to be successful in my class.

### **Means of Assessment:**

- Completion of assignments, exhibiting the ability to accurately and creatively complete the assignments involving the techniques demonstrated in class, in the written handouts, and the assigned readings.
- Turning assignments in on time in the manner stated by the instructor.
- Attempts to push the assignments further than what is required will increase the chances for a higher grade.
- Class attendance and participation in class critiques and presentations.

### **Grading Criteria:**

Class participation & Classroom exercises • 30%

(Please note that you will not be able to make up classroom exercises, so it is important to come to class.)

- Work at home/ projects • 30%
- Quizzes • 15%
- Web enhanced Participation • 5%
- Final Exam • 5%
- Final project • 15%

### **Project Rubric:**

- Following the assignment instructions • 25%
- Font aesthetics – appropriateness & variety • 20%
- Readability • 20%
- Composition • 20%
- Discussion of your project – 5%
- Thinking outside the box & extra effort • 5%
- Making a pdf properly • 5%

Total 100 points

- More than one variation • 10% extra credit per project
- Is it a portfolio piece? • 10% extra credit per project

**PLEASE NOTE:** Since this is a 16 week, hands on, (required practice) intensive course. As you learn new concepts and application, you will apply the knowledge to your Final Project.

The course grades are based on the following. Details will be given each week in class, and online.

NOTE: I, as the instructor, reserve the right to change the schedule, assignments, projects, grading weights, and dates as deemed necessary.

## Grading Scale

A = 100 – 90.....	4 points per semester hour
B = 89 – 80.....	3 points per semester hour
C = 79 – 70.....	2 points per semester hour
D = 69 – 60.....	1 points per semester hour
F = 59 and below.....	0 points per semester hour
IP (in progress).....	0 points per semester hour
W (withdrawn) .....	0 points per semester hour
I (incomplete).....	0 points per semester hour
AUG (audit).....	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

## Core Curriculum Objectives (CCOs)

### Student requirements to ensure success

- Complete and comprehend the objectives and technologies involved in all graded assignments.
- Demonstrate the ability to apply creative thinking and problem solving to all class projects and assignments.
- Complete all reading assignments pertaining to the subject matter of the course.
- Attend class regularly, missing no more than 12.5% of instruction (in this semester, that means 4 days of classes)
- Arrive at class promptly and be prepared with necessary materials, storage media, assignments, and anything else required.
- Exhibit safe and courteous lab habits.
- Develop and share knowledge and information with fellow students.
- Participate in keeping labs clean and organized; shutting down computers when finished; abiding by lab rules; showing respect for instructors, fellow students and lab assistants.
- Participate in class discussions and critiques.
- Participate in online discussions, topics, articles, web sites, and post online.
- Have a HPL library card to access Lynda.com
- Demonstrate the ability to communicate in a clear, coherent manner.
- Turn in all assignment on time and in the manner required by the instructor.
- Demonstrate the ability to use computer–based technology and software applications as it applies to given class, and to make good pdf files.
- Understand and be proficient in computer file management, including saving and retrieving files.
- When possible, demonstrate the ability to use and understand both Macintosh and Window operating systems.
- Demonstrate knowledge and the ability to use applicable peripherals and storage devices.
- Develop a portfolio that illustrates concepts, techniques, and programs used in solving class assignments, including a written statement describing project concepts and processes.
- Demonstrate ability and creativity in using computer-based technology in communicating, solving problems and acquiring information.
- Accept responsibility for personal understanding of course requirements and degree plan.
- Check your HCC student email regularly for class updates and/or notifications from the instructor.

### Course Student Learning Outcomes

Upon completion of ARTC 2317, the student will be able to:

1. Define typography and graphic design terminology and how type fits into design history.
2. Apply the design process using graphic design principles, theories and devices
3. Demonstrate the use of InDesign typographic skills, including font choice, size, column width, leading, kerning, readability, and appropriateness.
4. Produce and present projects with well thought out typographic choices suitable for your portfolio.

### Academic Honesty

Academic irregularities cannot be tolerated. See the HCCS Student Handbook for details. Cheating is not that hard to define and as college students, you should have a firm idea about the definition of cheating.

Just to be clear, here are a few simple definitions:

Cheating is: Plagiarism which means using someone's work or someone's ideas and representing them to be your own. That "someone" may be another student, a friend, a relative, a book author, an author of material on a web site, etc. Do not take material from anywhere without giving proper credit or reference. In other words, do not copy from an Internet source and paste it into your essay answer space. Cheating is: Collusion, which means the unauthorized collaboration with another person in preparing written work offered for credit when you represent that work to be your own.

### Instructor's Requirements

- Provide the information needed explaining how student grades are to be derived
- Facilitate an effective learning environment through class activities, discussions, and lectures
- Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and make up

- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

### **Assignment due dates and late work**

All assignments are to be submitted to the appropriate assignment folder in Canvas in the appropriate folder or printed out for class by or before the posted due date and time. All homework that is turned in is timed stamped as being early or late. I will not accept anything handed in on flash drive, emailed, or shared via the cloud. The classroom is like the real world. If you turn your work in on time and completed properly you get paid. If you miss your deadline, don't do the assignment, or only partially complete it, you will not get paid.

If you have an issue, or foresee a complication during the semester come talk to me. If you do not understand an assignment, talk or email me. If you turn in something and say you did not understand but did not contact me, then your grade will suffer. I want all of you to be very successful in this class, and in the real world!

With that in mind the following rules will apply to all assignments:

- All assignments/projects are due on the day noted unless otherwise announced via Canvas. Assignments may be completed at home or lab.
- You must access Canvas site regularly during the semester. Class material and assignments will be updated often.
- Handouts and other details discussed in class will be posted for all assignments & projects. Be sure to follow the requirements of each project.

### **Late Assignment Policy**

Any assignment turned late will lose 25% each day it is not turned in. (For example, if the deadline is 9:30 AM and you turn it in 9:40 AM and your final graded score is 100% your assignment will automatically lose 25% off reducing it to 75%. An additional 25% will be deducted each day it is not turned in.) Please reference chart below

0-24 hours late = -25% off final graded score

24-48 hours late = -50% off final graded score

48-72 hours late = -75% off final graded score

72-96 hours late = -100% off final graded score

Any missed quizzes and that have to be made up are an automatic 15% off.

### **Extra Credit**

You have many chances to earn extra credit (going to a museum, research paper, etc.) during the semester. There are also extra credit on every quiz, and opportunities in your assignments.

### **Absences**

Please do not be late, and please come to class. 15 minutes late = 1 tardy.

Three tardies = 1 absence. Please note that if you miss one day's class, that is TWO absences.

4 absences = one (1) letter grade drop on your final grade in the class.

If you do miss class, you are responsible for coming to me (and check the module) about making up any quizzes, otherwise you will get a 0.

**NOTE: YOU MUST BE PRESENT THE LAST DAY OF CLASS TO PRESENT YOUR FINAL PROJECT. IF YOU ARE NOT PRESENT YOU WILL RECEIVE A ZERO ON THE FINAL PROJECT, EVEN IF YOU TURN IT IN ON TIME TO EO2.**

Following is a tentative outline of our 16-week class discussion topics and assignments for the semester. Please note that the schedule is subject to changes. You will be informed of any changes. Updated information will be posted online on our Canvas home page.

### **Weekly Schedule:**

#### **Week 1: Introductions, History**

- Syllabus/expectations
- Introductions (who are you? Who am I?)
- Library cards and Lynda.com
- Observations of typography in our world
- Textbook not required- all work will reference pdfs in modules.
- History of Typography
- Lecture: Type anatomy, size, scale, classification, fonts & families
- Assignment 1: Bring in examples of type, good and bad – digging deeper on why some fonts work and some do not as it relates to the images, document, and purpose.

#### **Week 2: Anatomy, Drawing Characters & Learning Type Classifications**

#### **Week 3: Continued Typographic Studies**

#### **Week 4: Anatomy Poster Project, Learning to Mix Typefaces**

#### **Week 5 & 6: Infographics**

#### **Week 7: Grids, the Ultimate Typographic Tool**

#### **Week 8 & 9: Grids continue, Magazine Spread**

#### **Week 10 & 11: Designing Good Covers**

## **Week 12: Having fun making Tables of Contents**

**Week 13 - 16: Little Book of Type Final Project in addition to other projects to be announced.**

### **Tutoring**

Houston Community College is committed to your success, so we offer free face-to-face and online tutoring to our students. Face-to-face tutoring takes place at our comprehensive Learning Centers, which can be found at our campuses. Faculty tutors, peer tutors, and lab aides are available to help with English, Math, Biology, Physics, Chemistry, Accounting, Spanish, ESOL and much more. We can help you stay on track with your coursework, understand assignments, and improve your study skills. You don't need an appointment and there is no charge for use of our services.

### **Libraries**

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries' resources and services is the HCCS library web page at <http://library.hccs.edu>.

### **Supplementary Instruction**

Supplemental Instruction is an academic enrichment and support program that uses peerassisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>.

### **Academic Integrity**

All lessons, class assignments and projects must be completed by the student. Any work completed with the help of external sources such as lab technicians or past students/relatives etc. will result in a zero grade and scholastic dishonesty will result in a referral to the Dean of Student Services.

Here's the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<http://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>

Attendance Procedures

Attending class regularly is the best way to succeed in this class! Attendance is taken within the first 15 minutes of the class session. You will be marked absent for unexcused lateness (See below). Your attendance is also considered part of the class participation, and as such can affect your grade. Please note that you will be administratively dropped if you exceed the 12.5% of instruction hours (2-four-hour sessions for classes that meet once a week, OR 4-two hour sessions for classes that meet twice a week).

3 unexcused lateness or leaving early (15 minutes late) = 1 absent session. Participate in class discussions and critiques is required and is graded based and will affect your grades

Student Conduct

Behave well while on campus at HCC. Please use respect when addressing fellow students on message board or email associated with our canvas online course.

### **Instructor's Course-Specific Information**

As your instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. Your instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, you are asked to respect the learning needs of your classmates and assist your instructor achieve this critical goal.

1. Students are responsible for adhering to all guidelines, procedures and requirements indicated in assignments and project handouts for the course.
2. Information covered in class will not be repeated for students who are tardy or absent. Students are responsible on getting lectures and assignments missed from other students. No make-up tests or classroom exercises will be given.
3. All assignments and projects must be completed by the student. Any work completed with the help of external sources such as lab technicians or past students/relatives etc. will result in a zero grade. Details will be given in each project or assignment.
4. Work turned in 4 days past the due date will receive a zero. 25% will be deducted for each day a project is late.
5. Assignments are to be saved on External disks. You may leave your files on the server or class computers; the department will not be responsible for any deleted files.

### **Incomplete Policy:**

In order to receive a grade of Incomplete ("I"), a student must have completed at least 85% of the work in the course. In all cases, the instructor reserves the right to decline a student's request to receive a grade of Incomplete.

An "I" (Incomplete) may be assigned by the instructor (only with the consent of the department chair), if a student is unable to finish all the course requirements during the original semester of enrollment. An Incomplete course status designation is appropriate only when the

following conditions are present:

1. The student has done satisfactory work in a substantial fraction (minimum 85%) of the course requirements prior to grading time and provides the instructor with evidence of potential success in the remaining work.
  2. Extraordinary circumstances, not related to performance in the class, such as illness, have prevented the student from finishing the course requirements on time. Student must provide appropriate medical documents before requesting an Incomplete. An Incomplete will not be given to enable a student to do additional work to improve a grade. The instructor may deny a request for an Incomplete and assign a grade based on the work completed at that point. It is the student's responsibility to initiate a request for an Incomplete. Reasons for requesting the Incomplete must be acceptable to the instructor. If approved, the instructor will indicate the conditions for the removal of the Incomplete, including the date for submitting all remaining work. The instructor may change the "I" to a grade (including an "F") if the remaining work is not submitted by the deadline for completion. HCC Grading Scale can be found on this site under Academic Information: <http://www.hccs.edu/resources-for/current-students/student-handbook/>
  6. No software, hardware, or manuals may be removed from the lab. Software and manuals may not be copied. Lab rules are to be strictly followed. Failure to comply with these rules will mean expulsion from both class and lab.
  7. ALL mobile devices and cell phones to be switched to silent mode. If you need to take a call, please leave the classroom without disrupting your instructor or classmates. (You may use the cell phone to photograph the instructors notes from the white board – you may not video or audio record the instructor at any time.)
  8. Plagiarism is inexcusable and will result in a zero for the assignment and possible expulsion from the class.
  9. Students are responsible for dropping classes on the given withdrawal date. IMPORTANT NOTE! You will be administratively given an F automatically if you do not officially drop/withdraw from the course.
  10. Students are expected to attend class regularly and be on time for the start of class. Students may be dropped for missing more than 12.5 % of the class meetings.
  11. You may not video or audio record the instructor in class or during office hours at any time. It is ok to take pictures of the notes on the whiteboard yet let the instructor get out of the frame before taking your picture. If you need more time to photograph the board, please ask the instructor.
- If you schedule an appointment for assistance with me be on time. If you cannot make a meeting, please give me 24 hours' notice that you cannot make our meeting to stay in good standing for future assistance meetings and tutoring.

### **Electronic Devices**

You may not video or audio record the instructor in class or in meetings. Keep cell phones on silent / vibration in class. If your cell phone makes noises that disrupt the class you will be asked to leave that evening. You are welcome back the next class in good standing. When on vibrate feel free to leave the class quietly to check messages from family/children during our class in the hallway.

Digital Communication Program Information

As full-time faculty member I am available to meet with you in person to advise you on your academic planning to earn a degree or certificate. Please contact me for an appointment if you would like to be academically advised on courses at HCCS.

### **HCC Policies**

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/current-students/student-handbook/> In it you will find information about the following:

- Academic Information
- Academic Support
- Attendance, Repeating Courses, and Withdrawal
- Career Planning and Job Search
- Childcare
- disAbility Support Services
- Electronic Devices
- Equal Educational Opportunity
- Financial Aid TV (FATV)
- General Student Complaints
- Grade of FX
- Incomplete Grades
- International Student Services
- Health Awareness
- Libraries/Bookstore
- Police Services & Campus Safety
- Student Life at HCC
- Student Rights and Responsibilities
- Student Services
- Testing
- Transfer Planning
- Veteran Services

### **EGLS3**

The EGLS3 (Evaluation for Greater Learning Student Survey System) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS3 surveys are only available for the Fall and Spring semesters. EGLS3 surveys are not offered during the Summer semester due to logistical constraints.

<http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>

**Campus Carry Link**

Here's the link to the HCC information about Campus Carry: <http://www.hccs.edu/departments/police/campus-carry/>

**HCC Email Policy**

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go to HCC Eagle ID and activate it now. You may also use Canvas Inbox to communicate.

**Housing and Food Assistance for Students**

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Students at their college for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable HCC to provide any resources that HCC may possess.

**Office of Institutional Equity**

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<http://www.hccs.edu/departments/institutional-equity/>)

**disAbility Services**

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including long and short term conditions, mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <http://www.hccs.edu/support-services/disability-services/>

**Title IX**

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross Director EEO/Compliance Office of Institutional Equity & Diversity 3100 Main (713) 718-8271 Houston, TX 77266-7517 or Institutional.Equity@hccs.edu

<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>

**Office of the Dean of Students**

Contact the office of the Dean of Students to seek assistance in determining the correct complaint procedure to follow or to identify the appropriate academic dean or supervisor for informal resolution of complaints.

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/>

**Department Chair Contact Information**

Department Chair's name: Andre Hermann

Email address: [andre.hermann@hccs.edu](mailto:andre.hermann@hccs.edu)

Office phone number: 713-718-7891