**Typography / Art 300.802**  Virgil Scott

**COURSE SYLLABUS**

**E-mail**  
Virgil_Scott@tamu-commerce.edu  
Email should be used for brief verbal communications only. If your email is longer than 55 words, I suggest some face-time.

**Office Hours** (by email confirmation)  
Monday 1:30–2:30, Tuesday 4:30–5:30  
Wednesday 2:30–5:30,  
214.752.7770  Office #314

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**CLASS INFORMATION**  
Credit hours: 4.0  
Meeting times: Wednesday 12:00 p.m. till 4:00 p.m.  
Meeting location: Room 320

**REQUIRED AND SUGGESTED TEXT BOOKS AND RESOURCES**

**Required:**  
Doyald Young, Delphi Press  
Dangerous Curves  
$53.53.00 (check made out to: The Art Enrichment Fund)  
Doyald Young addition books <http://www.doyaldyoung.com>  
Jim Williams,  
Type Matters, Amazon.com  
Communication Arts Magazine (student discount) $39.00

**COURSE SUMMARY**

This course will serve as an introduction to the basic concepts of typography and its role in graphic design as visual language.

**COURSE DESCRIPTION**

Course content will address type history, anatomy, terminology, formal and aesthetic issues, and tools and materials of the trade. Thumbnail ideation, rationale writing, type manipulation, creative session critiques, and computer generated comprehensives will be explored through weekly assignments.

**COURSE OBJECTIVES**

1. Gain an understanding of typographic architecture from a single letterform to an entire page layout.  
2. Understand the basic formal and aesthetic issues in type selection.  
3. Introduction to the design process from pencil thumbnails to final computer comprehensives.  
4. Strengthen knowledge and application of design elements and principles with respect to graphic design.  
5. Become fluent in your verbal design-language skills through class critiques.  
6. Develop a basic understanding of typographic form relationship in logotype and lettermark design process.

**COURSE STRUCTURE**

The class will be a combination of lecture, in class work and critiques with outside class exercises and assignments. The weekly schedule will be rigorous and meant to mimic a “real-world” professional practice environment. A commitment to many hours of homework will be necessary to achieve the goals for this class and its completion. A basic understanding of typography will play a crucial role in all of your future design endeavors. This may very-well be the most important class that you undertake in your design education.

**ABSENCE POLICY**

- You may be absent from class twice.  
- On your first absence you will receive an e-mail warning from your instructor and it will be copied to Lee Whitmarsh and filed.  
- On your second absence you will receive an e-mail from your instructor and a phone call or email from Lee Whitmarsh, both filed.  
- On your third absence you will receive an F in the class. If you wish to drop the class you will receive a drop/fail.  
- Three tardies of 10 minutes or more equals an absence.  
- Attendance will be taken by sign in sheet. (Signing in for a classmate is NOT acceptable)
COURSE SYLLABUS CONTINUED

CLASS POLICY
If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade. If a student does not show up for the final they automatically fail the class.

CELL-PHONES, HEAD-PHONES, OR OTHER PDA DEVICES MAY NOT BE TURNED ON OR USED IN CLASS AT ANY TIME.
FIRST OFFENCE: (PASS)
SUBSEQUENT OFFENCE(S): (ENTIRE CLASS LOSES 3 POINTS OF CURRENT ASSIGNMENT)

COMPUTERS MAY NOT BE USED IN CLASS WITHOUT THE PERMISSION OF THE INSTRUCTOR.

SUPPLIES ( NOT NECESSARY FOR FIRST CLASS)
Required:
Drawing board with steal edge for T-square (optional)
20”–24” T-square
Triangles (2) (optional 10-inch adjustable)
Circle templates and Ellipse templates
French curve set (optional)
A selection of various art pencils – #2,HB,2H,4H,6H,etc.
Schaedler precision ruler set (2)
Bienfang 50 or 100 sheet Parchment pad. 9”x12”
Bienfang 50 or 100 sheet Graphics 360 pad. 9”x17”
Erasers (Magic Rub eraser, kneaded eraser and Pink Pearl eraser)
Sharpener
Masking Tape (shared)
Dusting brush (optional)
Xacto knife and number 11 blades (100 bulk pack best value)
Self-healing cutting mat, 12”x18”
Black mat board as needed, 15”x20” (Letramax or similar)
Discuss Spray Mount / rubber cement, pick-up
Cheap calculator
Burnisher
Stapler (shared)

ASSIGNMENTS (Assignments are subject to change based upon the needs and progress of the class)

1. Craftsmanship 10%
2. Form & Counterform 10%
3. Loitering With Intent 10%
4. Personality Type 10%
5. Mid Point Quiz 10%
6. Typology Pagination 10%
7. Letterhead 10%
8. Editorial 10%
9. Participation Grade 20%
COURSE SYLLABUS CONTINUED

GRADING SCALE
A 90 to 100 points: Excellent (superior effort and results above and beyond)
B 80 to 89 points: Good (significant effort and hard work)
C 70 to 79 points: Average (minimal class requirements met)
D 60 to 69 points: Below Average (below class average expectations)
F 50 to 59 points: Poor (inferior work and attitude) Credit hours: 4.0

GRADE EVALUATION
Your final grade will be based on an average of all assignments, attendance and an participation grade. The participation grade is based on: dedication to methodology application, conceptual thinking ability, daily class involvement and contributions to your classmates, as well as both a desire and capacity to show progress and meet deadlines. Grades will be discussed on an individual basis by office appointment only—not in class. Note: Violations of class policy with respect to cell-phones, head-phones, or other PDAs as well as unauthorized computer use in class with result in a one-point deduction from the current assignment.

WORDS TO-THE-WISE
Show up, be committed in your work, and immerse yourself in the process. It’s your show.
DO NOT FALL BEHIND

STATEMENT ON ACCOMMODATIONS FOR ADA ELIGIBLE STUDENTS:
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library, Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu

STATEMENT ON STUDENT BEHAVIOR:
All students enrolled at the University shall follow the tenet of common decency and acceptable behavior conducive to a positive learning environment.
(See Student’s Guide Handbook, Policies and Procedures, Conduct)

All students must show respect toward the instructor and the instructor’s syllabus, presentations, assignments, and point of view. Students should respect each others’ differences. If the instructor determines that a student is not being respectful towards other students or the instructor, it is the instructor’s prerogative to ask the student to leave, to refer the student to the department head, and to consider referring the student to the Dean of Students who may consider requiring the student to drop the course. Please refer to pages 42 – 46 of the Texas A&M University-commerce Student guidebook’s Codes of Conduct for details.
as visual language.