

SYLLABUS **ART 463 Advanced Typography**
Spring 2013 » Mondays, 6:30–10:30 p.m.

INSTRUCTOR Lee Whitmarsh » lee.whitmarsh@tamuc.edu

DESCRIPTION This design course will focus on creative problem solving with an emphasis in typography. The course will stress understanding the sequence of working through projects—from research, strategic positioning, concept development, experimentation with different techniques, developing imagery, type layout and appropriateness, and finally to executing tight finished comps. Mostly, work will be done outside of class. Class meetings will consist of lectures, real-world demonstrations, and critiques from fellow students, instructor, and occasionally outside professionals.

PROJECTS This semester will consist of 4–6 projects which will vary in length and complexity—the goal is for these to be *portfolio-ready* projects, with great concepts and executions.

GRADES ¼ » research and preliminary conceptual exploration
¼ » design and layout exploration during the intermediate stages of the project
¼ » final execution of projects
¼ » class participation during critiques, work ethic, attitude

Grades will be assigned according to the following department scale:

A » Work well above the general class level; deadlines met; evidence of participation in related activities outside of the classroom; thoughtful participation in classroom discussion and critiques

B » Work above the general class level; participation in classroom discussion and critiques

C » Average work; minimal requirements met

D » Work below class average; lack of participation; and/or poor attendance

F » Inferior work; work not turned in; failure to attend class

ATTENDANCE POLICY You may be absent from class twice. Three will result in your failing the class.

ON YOUR FIRST ABSENCE you will receive an e-mail warning, which is copied to Lee Whitmarsh.

ON YOUR SECOND ABSENCE you will receive an e-mail and you will be contacted by Lee Whitmarsh.

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.

TWO TARDIES of 10 minutes or more equals one absence.

A TARDY OF 60 MINUTES equals an absence.

TWO LATE RETURNS FROM BREAK of more than 10 minutes equals one absence.

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.

There is no distinction between excused and unexcused absences.

» over

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ACADEMIC INTEGRITY & PLAGIARISM

Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic dishonesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. “Academic dishonesty” includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one’s own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.

STATEMENT ON STUDENT BEHAVIOR

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (*see Student’s 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 other’s 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.

STUDENT CONDUCT/ CITIZENSHIP

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook). Students are expected, at all times, to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time and effort toward the educational process.

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
903-886-5150 or 903-886-5835
StudentDisabilityServices@tamu-commerce.edu