COURSE SYLLABUS

E-mail
Virgi.Scott@tamuc.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, Tuesday, Wednesday 2:30 – 4:30
Office # 414

CLASS INFORMATION
Credit hours: 4.0
Meeting times: Thursday 12:00 p.m. till 4:00 p.m.
Meeting location: Room 418

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)
Jim Williams, Type Matters, Amazon.com $29.95
Communication Arts Magazine (student discount) $39.00
Suggested:
Doyald Young additional books <http://www.doyaldyoung.com>

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.

ATTENDANCE
★ You may be absent from class twice. Absent is Absent.
★ 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.
★ Tardy is arriving after class start time. Two tardies of 20 minutes or more equals one absence.
★ Attendance will be taken by sign in sheet. (Signing in for a classmate is NOT acceptable)
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.

YOU WILL BE ASKED ONCE TO PUT AWAY YOUR CELL PHONE. THE SECOND TIME YOU WILL BE ASKED TO LEAVE AND COUNTED AS ABSENT. (I WOULD SUGGEST THAT YOU TURN YOUR PHONE OFF UPON ENTERING THE CLASSROOM)

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

SUPPLIES (NOT NECESSARY FOR FIRST CLASS)
Required:
Binder: 2.5” to 3” black binder for research/process/handout
Binder plastic sleeves
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.
Schaeider 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 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 14.28%
2. Loitering With Intent 14.28%
3. Personality Type 14.28%
4. Mid Term Exam 14.28%
5. Typographic Hierarchy 14.28%
6. Magazine Layout 14.28%
7. Participation Grade 14.28%
Typography / Art 300.801  Virgil Scott

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)

GRADE EVALUATION

Your final grade will be based on an average of all assignments, attendance and a 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 from week to week. 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

STUDENTS WITH DISABILITIES

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@tamuc.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.
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.

SCHOLASTIC DISHONESTY
Scholastic dishonesty will not be tolerated in any class-related activity. Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one’s own work. Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.

Plagiarism is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. Cite your references.

Cheating is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.

Collusion is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.

Academic dishonesty could result in expulsion from the University.