INFORMATION
Instructor: Casey McGarr, Assistant Professor Visual Communication
Office Location: 415
Office Hours: Office Hours: Monday 1-3, Wednesday 11-4, by appointment only, phone, or email
Office Phone: 214-752-9050
Email: casey.mcgarr@tamuc.edu

CLASS INFORMATION
Credit hours: 4.0
Meeting times: Tuesday 12:00 p.m. till 4:00 p.m.
Meeting location: Room 406

REQUIRED AND SUGGESTED TEXT BOOKS AND RESOURCES
Required:
Doyald Young, Delphi Press Dangerous Curves $53.50
Jim Williams, Type Matters, $29.95 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 roughs 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 an understanding of logotypes and lettermarks.

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.

CLASS POLICY
Cell-phones, head-phones, beepers or other pda devices may not be turned on or used in class at any time.
YOU WILL BE ASKED ONCE TO PUT AWAY CELL PHONE, THE SECOND TIME YOU WILL BE ASKED TO LEAVE AND COUNTED AS ABSENT.
Computers may not be used in class without the permission of the instructor.
SUPPLIES (NOT NECESSARY FOR FIRST CLASS)
Required:
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, 2B, 3B, 4B, 2H, 4H, 6H, and Ebony Black
Schaedler precision ruler set (2)
Bienfang 50 or 100 sheet Parchment pad. 9” X 12”, cut down to 8.5 x 11 at FedEx Kinkos
Bienfang 50 or 100 sheet Graphics 360 pad. 9”X12”, cut down to 8.5 x 11 at FedEx Kinkos
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 foamcore 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 (type manipulation) 14.28%
4. Mid Term Exam, October 22nd 14.28%
5. Typographic Hierarchy 14.28%
6. Magazine Layout 14.28%
7. Participation Grade 14.28%

ABSENCE POLICY
• You may be absent from class twice.
• On your first absence you will receive an e-mail warning, which is copied to Myranda Stanten and forwarded to Lee Whitmarsh.
• On your second absence you will receive an e-mail and you will 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 20 minutes or more equals an 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.

GRADING SCALE
A. 90 to 100 points: Excellent (work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique)
B. 80 to 89 points: Good (work above the general class level, participation in classroom discussion and critique)
C. 70 to 79 points: Average (average work, minimal requirements met)
D. 60 to 69 points: Below Average (work below class average, lack of participation and/or poor attendance)
F. 50 to 59 points: Poor (inferior work, work not turned in, failure to attend class)
SYLLABUS

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude.

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

HOLIDAY
September 7th - Labor Day (Monday)
October 22nd - Mid Term Exam
November 25th - 27th Thanksgiving Holiday
December 10th - Last day of class

STUDENT CONDUCT
All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette http://www.albion.com/netiquette/corerules.html

ADA STATEMENT 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
Email: Rebecca.Tuerk@tamuc.edu

WEBSITE: OFFICE OF STUDENT DISABILITY RESOURCES AND SERVICES
http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/

NONDISCRIMINATION NOTICE
Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.