

ART 261-N01

Instructor: Hayley Gilmore

typography

1

COURSE RATIONALE AND OUTCOMES

This is an introductory course to basic typographic design. It explores typographic design with an emphasis on type and letterform as design elements. By the end of this course, you will have a deeper understanding of the evolution of typography. You will be able to identify the anatomy of typography. You will also be able to analyze relationships between typography and effective communication. Finally, you will have a greater awareness of typographic syntax and communication, legibility, technology, and type styles.

OFFICE HOURS/INSTRUCTOR RESPONSE AND FEEDBACK POLICY

Office hours will vary and can be done online if needed. Please email instructor to setup an appointment. I will respond to all emails and voicemails within 24 hours on weekdays and 48 hours on weekends. Any contact after 5:00 p.m. on Friday will be returned on Monday after 12:00 p.m. I will only respond to emails sent from your official MUW email account.

REQUIRED TEXTBOOK AND MATERIALS

Required Text

- *Thinking with Type* by Ellen Lupton

Recommended text but not required

- *The Elements of Typographic Style* by Robert Bringhurst
- *Just My Type: A Book About Fonts* by Simon Garfield
- *Scripts: Elegant Lettering from Design's Golden Age* by Steven Heller and Louise Fili
- *Typography Sketchbooks* by Steven Heller and Talarico Lita
- *Layout Essentials Revised and Updated: 100 Design Principles for Using Grids* by Beth Tondreau

This course requires access to the following software and tools:

Adobe Creative Cloud Suite (Adobe CC) or Adobe equivalents.

- Student campus email and canvas account.
- Flash drive, Google Drive or Dropbox for file storage.
- Sketchbook for Typography Journal (bring to every class)
- Sakura Micron Pens and/or archival markers in black and color
- Mechanical and regular pencils
- Tracing paper
- 18 inch metal ruler (steel with a cork backing)

- X-acto knife and refill blades
- Cutting Mat
- Black mat board (black on both sides)
- Spray Mount/3M Super 77 or Scotch Photo Splits
- 2-Sided Adhesive Tabs With Applicator
- Scotch/Magic Tape
- Scotch glue stick

STUDIO PRACTICE

There will be studio projects and exercises over the course of the semester. Projects are designed to encourage conceptual thinking and to develop problem-solving skills. Each project grade will be based on:

- **Analytical Thinking:** understanding the problem
- **Creative Thinking:** conceptual approach, innovation, surprise
- **Execution:** form and composition
- **Visual Impact:** visual treatment, aesthetics
- **Project Development:** class to class progress, participation, punctuality, work ethic, ability to work with others
- **Presentation:** ability to discuss work and concepts

Every stage of each project will be considered in the grading process (research, thumbnail sketches, iterations, final pieces and class critiques). The process and development of the design is as important as the final piece. Hence, all students must be prepared to hand in all stages of work involved in a particular project.

WORKLOAD

This class will cover a lot of content. You are expected to work in every class but anticipate working at least six hours per week outside of class. You get out what you put into this class. It is critical to make progress between class meetings in order to take full advantage of this course - not being prepared will ultimately affect your grade.

GRADING

Grades are determined by class participation, attendance, successful completion of assignments, evaluation of class projects and critiques. The breakdown of the course is: Projects 60%, Final Project: 20%, Critiques: 10% and Participation: 10%

ART 261-N01

Instructor: Hayley Gilmore

typography

2

Final grading is determined using the following scale:

A (90-100%)	Outstanding work with class participation
B (80-89%)	Above average work and class participation
C (70-79%)	Average work with little involvement
D (60-69%)	Below average work with little or no involvement in class
F (59-0%)	Poor, unacceptable, not submitted

ACADEMIC AND COURSE CALENDAR

January 15 – Classes Begin
January 21 – Martin Luther King Jr. Day (No Class)
January 22 – Last day to add and/or drop via Banner Web
March 8 – Mid-Term Grades due
March 11-15 – Spring Holidays (No Class)
March 18 – Classes Resume
April 10 – Last Day to drop Full-Term Spring Class
April 19-22 – Mid Semester Break (No Class)
May 6-10 – Final Exams

Each new assignment will have a calendar which covers the expectations and schedule for the project. **If you miss a critique or deadline, your grade will be affected.** Assignments are expected to be submitted on their assigned due dates. If assignments are not submitted on time, one letter grade will be subtracted for each class day missed. If you have an emergency or if you are unable to submit your assignment due to unforeseen circumstances, contact your instructor immediately. You will lose 10 points if you miss the final project critique.

RE-SUBMISSION

Students are allowed to resubmit one project with their final project at the end of the semester. This re-submission will be re-evaluated and the new grade, if superior, will replace the old grade.

USE OF TECHNOLOGY & LAB

No food or drinks in the lab. Silence your phones. Headphones are permissible during open studio time, but should be removed for any lectures, discussions or announcements. No student should be texting or checking their texts during class. If you have to take a call, please excuse yourself. Laptops are permitted for taking notes and working on assignments. They are not to be used for checking your personal e-mail, social media or any other non-course related

materials. I reserve the right to eject students from the classroom for disruptive or disrespectful behavior. Do not record lectures on any device without express permission from me.

ACADEMIC INTEGRITY/PLAGIARISM

All Mississippi University for Women students are expected to engage honestly and responsibly in their academic work and to refrain from any dishonest academic behavior. Violations of Academic Integrity include cheating, plagiarism, fabrication, falsification, or other actions that violate commonly accepted intellectual and ethical standards within academic and scientific communities. Violations of Academic Integrity can lead to severe penalties, from a zero grade for a test or assignment to expulsion from the University. Academic Integrity applies to work in progress as well as completed work. If you are uncertain about the proper procedure to follow when citing a source, working in a team with other students, or any other coursework situation please ask your instructor, a librarian, or a resource like the Writing Center for help. To learn more about the university's standards of Academic Integrity, including what happens if your instructor believes that you have engaged in dishonest academic behavior and your rights to appeal such a charge, please consult section 7.2 of the Undergraduate Bulletin.

INSTITUTIONAL ATTENDANCE POLICY

Regular attendance is essential in a college-level course. Students should miss no more than three hours of classroom instruction per semester. Attendance will be taken at the beginning of the course, so be on time. Those habitually late will find that they are counted absent. All reporting and attendance policies of the university will be followed. Excessive absences may be penalized, including failure of the course, at the discretion of the instructor. However, if you know you will be absent from class due to an illness, university service, or other planned event, please do let me know ahead of time. Make up work is at the discretion of the instructor. Failure to attend class does not constitute withdrawal, and the appropriate withdrawal process must be followed. See the Undergraduate Bulletin for withdrawal procedure.

CANVAS

Canvas will be used as a repository for all course handouts, assignment instructions, exam review sheets, and for some required and supplementary readings. You are encouraged to

ART 261-N01

Instructor: Hayley Gilmore

typography

3

submit your written assignments through Canvas rather than by email or turning in a hard copy. I will also use Canvas to alert the class to any changes to our syllabus, readings, or schedule. Therefore, it is important that you check Canvas regularly and that you make sure that you have not altered your notification settings to the point that you will not be alerted to any updates. To check your update your notification preferences, click on the "Account" icon in the left-hand navigation menu and select "Notifications." If you experience any difficulties with Canvas remember that you can access free assistance 24/7 by calling 844-747-4606 or via live chat with a Canvas representative by clicking "Help" in the lower left-hand corner of your Canvas screen.

AMERICANS WITH DISABILITIES ACT

The University is committed to providing equitable access to learning for all students. The Student Success Center is the campus office that collaborates with students who have disabilities (e.g. physical, sensory, chronic health, learning, attentional, mental health) and arranges for reasonable accommodations to be implemented. It is the responsibility of students requesting accommodations to make an appointment with the Student Support Specialist to review specific needs, participate in the development of an Accommodation Plan by providing appropriate documentation, and discuss with the instructor how the Accommodation Plan will be applied in the course. Accommodations are not retroactive and a new Accommodation Plan must be reviewed, signed and presented to instructors each semester. The Student Support Specialist is located in Reneau Hall, Room 101(B), and may be contacted by phone at 662.329.7138 or email at ada@muw.edu.

MUW TUTORING/STUDENT SUCCESS CENTER

If you need help with study skills, tutoring, disability accommodations, test proctoring, or other academic support please contact the Student Success Center for assistance. You can find them on the first floor of Reneau Hall or online at www.muw.edu/ssc

All MUW students are eligible for two FREE hours of tutoring per week in up to two courses through the Student Success Center. To connect with a tutor, please submit the tutor request form on the Student Success Center's website: www.muw.edu/ssc/tutoring/request

TIMELY WARNINGS AND INCLEMENT WEATHER

In the event that a situation arises, either on or off campus, that constitutes an ongoing or continuing threat, a campus wide "timely warning" will be issued. The Chief of Police or designee will send a timely warning notice for the University community to notify members of the community about incidents that occur on campus, where it is determined that the incident may pose an ongoing threat to members of the University community. The warning will be issued through the University's messaging system called W-Alert to students, faculty and staff.

The W-Alert may encompass the following modes of communication:

- Text (SMS) message
- Email university email addresses
- Broadcast automated calling
- Social Media (Facebook and Twitter)
- University's homepage website
- Electronic display boards

In the event of inclement weather, the MUW Police Department will be in constant contact with Emergency Management and will keep the University updated regarding inclement weather. Depending on the particular circumstances, especially in all situations that could pose an immediate threat to the community and individuals, a notice may be posted on the main page (www.muw.edu) of the University Website providing the community with immediate notification.

CHANGE OF SYLLABUS AND COURSE REQUIREMENTS

In the event of a major campus emergency or at the instructor's discretion, the above requirements, deadlines and grading policies are subject to changes that may be required by a revised semester calendar. Any such changes in this course will be posted, once the course resumes, on the course website or can be obtained by contacting the instructor via email or phone.

► MON TUE ► WED THU 6-8:30 P.M.
LOCATION: FA 204

SPRING 2019

OFFICE HOURS: Hours vary. Please email me to setup an appointment.
EMAIL: hsgilmore@muw.edu
PHONE: 662-368-2379 (Email before calling. You may also text.)

just for fun



Source: Helen Green

TIME MAY CHANGE ME

Answer the following questions and return before leaving.

NAME: _____

1. If you could be any David Bowie, which David Bowie would you be (see above)?
2. Check what topics you would like to learn the most about when it comes to typography:
 Typographic Layout (Print)
 Hand Lettering and Calligraphy (Craft)
 Kinetic Typography (Screen)
 Type Usage Online (Screen)
3. What are you hoping to learn from this course?
4. What's your favorite font?