	Department: Art + Design
POINT 19 ⌂ 02 LOMA **NAZARENE UNIVERSITY**	Art 3003 Typography
	Number of Units: 3
Fall 2021	

Meeting days: Monday, Wednesday	Instructor title and name: Courtney Mayer, Associate Professor
Meeting times: ART3003-1 SP21 - Graphic Design II: Typography Tuesday, August 31, 2021 / 1:20pm – 3:40pm Weekly on Monday, Wednesday, until December 8, 2021	**Phone: 619.733.8818**
Meeting location: Ryan Library, Hughes Lab, room 216	**Email: cmayer1@pointloma.edu**
Final Exam: Wednesday, Dec 15 1:30pm–4pm	**Office location and hours:** Ryan Library, Hughes Lab, room 216B / TBD Office Hours Tuesday and Thursday, 12:30 – 3pm
Additional info:	**Additional info:**

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION

Art 3003 Graphic Design II, Typography
This course investigates "thinking with" type and how it shapes content, gives language a physical body, and enables the flow of messages. It looks at type's diversity from letter form, to the massing of letters into larger bodies, as well as spatial organization. It explores the relationship between history, theory, and technology, as well as, how they influence typographic design from print to screen.

COURSE LEARNING OUTCOMES

> Practice the process of design:

1. Identify and define the design problem

2. Gather, analyze and synthesize information

3. Determine performance criteria for measuring success

4. Develop content and context

5. Generate alternative solutions and build prototypes

6. Evaluate and select appropriate solutions

7. Implement choices

8. Evaluate outcomes

> Learn typographic and compositional design principles and theories

> Develop project evaluation criteria

> Understand and respond to audience and design contexts, such as: cognitive, social, cultural, technological and economic

> Experiment with visual principles, formal structures and a variety of media

> Practice visual problem solving and critical thinking using type, image and message

> Develop research and ideation skills

> Constructively critique and evaluate your work and the work of other designers both orally and in writing

> Develop and apply technical skills through the use of tools and technology

> Learn to be flexible, nimble and dynamic in practice

> Practice organizational skills and meet deadlines

> Demonstrate care for yourself, your work, and others

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

 Lupton, Ellen, *Thinking with Type: A Critical Guide for Designers Writers, Editors, and Students, 2nd Edition,* Princeton Architectural Press, 2010

COURSE CONTENT

> Required reading: *Thinking with Type: A Critical Guide for Designers Writers, Editors, and Student*s, Ellen Lupton

> Class discussion and critiques: Design history, theory, practice, criticism and technology

> Studio projects

COURSE MATERIALS

Computer access in Hughes Lab (Mac is preferred)

Ricoh color printer access in Hughes Lab **(Please add $25.00 to your Student ID for printing this semester)**

Epson Large-format color printer access in Hughes Lab **(Please be prepared to spend $45.00 for 3 large printouts, payment method TBD)**

Adobe Creative Cloud Student Membership

Access to a wide variety of mixed-media and art supplies appropriate for your projects (TBD)

X-Acto knife

Tracing paper

Process binder: 3-ring binder of your choice (keep all course materials in this binder)

Westcott clear plastic point and pica measuring gauge (Blik)

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a ___ unit class delivered over ____ weeks. Specific details about how the class meets the credit hour requirement can be provided upon request. (Based on 37.5 hours of student engagement per credit hour.)

Distribution of Student Learning Hours	
Category	**Time Expectation in Hours**
Participation in Discussions, Groups, etc.	4 hours 40 minutes
Reading Assignments	2 hours first few weeks
Written Assignments	1 hour first few weeks
Design Assignments	6–9 hours/week
Quizzes, Surveys	0
Total Hours	8-19 hours

COURSE SCHEDULE + ASSIGNMENTS

Project 1. Type Compositions | The Modern Chair, weeks 1–4 (Tuesday, August 31–Wednesday, September 22)
300 points
Design Challenge

These short weekly exercises reinforce specific design and typography principles, and theories. They are critical for learning best type practices, visual hierarchy, meaning, and dynamic composition. They will give you a foundation for semester projects, future design classes, and your career. Three areas of typographic focus: Alignment, Visual Hierarchy, Extreme Scale. (This project helps pay a foundation for project 2.)

Deliverables
Design (8) 8x8 Alignment compositions, Critique Wednesday, September 8
Design (8) 8x8 Hierarchy compositions, Critique Wednesday, September 15
Design (4) 8x8 Extreme Scale compositions, Critique Wednesday, September 22
All final .zipped, refined saved, packaged, and refined compositions due Wednesday, September 29
Design (1) Animated motion design. Save as a .gif

Field Trip: Palm Springs Art Museum, Architecture and Design Center (Friday, September 24 or Friday, October 1) The Modern Chair Exhibit

Project 2. Poster Series (2) | The Modern Chair, weeks 5–8 (Monday, September 27–Wednesday, October 20)
200 points

Design Challenge
This civic engagement project promotes PLNU designers and their ability to raise awareness of environmental care of our common home at the 2021 San Diego EarthFair. Your posters will act as a keepsake and funds raised will help a charitable cause of our choice. Do research to inform your creative direction. Use InDesign and a modular grid to create dynamic type, image, message, in a visually engaging way. Design multiple iterations and refine. Think about the user experience to inform all design choices.
All final .zipped, refined, saved, packaged, and refined poster folders due Wednesday, October 20

Deliverables
Design (3) experimental posters using re-purposed materials.   Dimensions 18x28

Project 3. Multi-page Publication | Cooper Hewitt Collection, weeks 9–15 (Monday, October 25–Wednesday, December 8)
Print
200 points
Design Challenge
This promotional print publication will help the Smithsonian's Cooper Hewitt Museum promote a collection of your choice. Assess the message and do research to inform your design direction. Use Adobe InDesign to create dynamic type, image and message in a visually engaging way. Use design principles with type (use paragraph and character styles), image, and a modular grid to arrange all elements. Design multiple iterations and refine. Think about the user experience to inform all design choices.

Deliverables
One 8-page Tabloid print publication
Print service provider, Newspaper Club
All final .zipped, refined saved, packaged, and refined e-files due Wednesday, December 8

ASSESSMENT AND GRADING

Assessment and grading is based on the projects below. Grades will be averaged over the course of the semester. Design specific projects are assessed on a rubric addressing the following:

1. Conceptual ideas

2. Design and layout using formal design principles and theory

3. Craft/Technical execution

4. Professionalism: critiques, demonstrated care towards your work and each other, attention, attendance, participation, punctuality, timeliness, work ethic

Project grade weights (1000 points possible)

Ch. 1 Letter Write-up 25 possible points

Ch. 2 Text Write-up 25 possible points

Ch. 3 Grid Write-up 25 possible points

Ch. 4 Appendix Write-up 25 possible points

Design Brief (Project 3) 25 possible points

Design Project 1: Type Compositions 300 possible points

Design Project 2: Posters (2) 200 possible points

Design Project 3: Multipage Publication 200 possible points

Professionalism (attendance + participation) 100 possible points

End-semester IDEA Evaluation 75

Standard Grade Scale Based on Percentages				
A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any

change in his or her physical location. Refer to the map on State Authorization to view which states allow online (distance education) outside of California.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Face-to-Face Format

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings (3), the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent (6), the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See Academic Policies in the Undergraduate Academic Catalog.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#)

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the *[Technology and System Requirements](#)* information.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your classwork.