



Department of Art + Design

Art 3003 Typography

Number of Units: 3

Fall 2020

Meeting days: Monday, Wednesday	Instructor title and name: Courtney Mayer, Associate Professor
Meeting times: 2–4:20 p.m.	Phone: 619.733.8818
Meeting location: Ryan Library, Hughes Lab, room 216	Email: cmayer1@pointloma.edu
Final Exam: Monday, November 30, 1:30–4pm	Office location and hours: Ryan Library, Hughes Lab, room 216B / Tuesday and Thursday 1–2:30 pm by appointment, via Zoom
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 social and cultural history, theory, and technology and 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 Students*, Ellen Lupton
- > Class discussion and critiques: Design history, theory, principles, criticism and technology
- > Studio projects

COURSE MATERIALS

Access to a computer (Mac is preferred)

Access to a color printer at various times. (This can be a local service)

Adobe Creative Cloud Student Membership

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

3M Spraymount

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 3 unit class delivered over 16 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
Online Participation in Discussions, Groups, etc.	4 hours 40 minutes
Reading Assignments	2–4 hours / first few weeks
Written Assignments	2-4 hours / first few weeks
Other Assignments & Learning Activities	9–12 hours/week
Quizzes, Surveys	0
Total Hours	14-24 hours

COURSE SCHEDULE AND ASSIGNMENTS

Project 1. Type Compositions | Celebrate National Voter Registration Day 2020

weeks 1–4 (August 17– September 15)

Instagram

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 focus: Alignment, Visual Hierarchy, Extreme Scale)**

Project 2. Get Out the Vote 2020 Campaign

weeks 5–8 (September 15–October 13)

Instagram

Design (3) 11" x 17" non-partisan posters, and (3) Instagram social media graphics to encourage our PLNU campus community to vote. 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 versions and choose your strongest 2 for a grade.

Project 3. Multi-page Publication
weeks 9–16 (October 13–November 30)

Print

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. Print at Newspaper Club.

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

- 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 and participation) 100 possible points
- Process Book (All Course Materials) 75 possible points

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 PoliciesLinks to an external site.](#) 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, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, 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 PoliciesLinks to an external site.](#) in the Undergraduate Academic Catalog.

Hybrid Format

At Point Loma Nazarene University, attendance is required at all scheduled classes. Adult Degree Completion courses are taught in the hybrid format, which means some class meetings will be face-to-face and some will be online.

Attendance in the face-to-face classes is to be for the entire time of the class. Arriving late or leaving early will be considered a partial absence. A day of attendance in an online class is determined as contributing a substantive note, assignment, discussion, or submission that adds value to the course as determined by the instructor. Three days of attendance are required each week. (It may be any three days during the week.)

Face-to-face Portion of the Hybrid course

In blended or hybrid courses, if a student misses one face-to-face class then the faculty member will send an email to the student and the Director of Student Success warning of attendance jeopardy. There are no exceptions to this policy.

If a student misses two face-to-face classes, the faculty member or Vice Provost for Academic Administration (VPAA) will initiate the student's de-enrollment from the course without further advanced notice to the student. If the date of de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade of "F" and there will be no refund of tuition for that course.

Online Portion of the Hybrid Course

If a student misses two online classes (fails to contribute to a discussion board) during the course, then the faculty member will send an email to the student and the Director of Student Success warning of attendance jeopardy. There are no exceptions to this policy.

If a student misses three online classes (fails to contribute to a discussion board by the due date) during the course, then the faculty member or Vice Provost for Academic Administration (VPAA) will initiate the student's de-enrollment from the course without further advanced notice to the student. If the date of de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade of "F" and there will be no refund of tuition for that course.

1 missed F2F class = warning

2 missed F2F classes = de-enrollment

2 missed online classes = warning

3 missed online classes = de-enrollment

Online Format

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

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 Links to an external site.](#)

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 Links to an external site](#) information.

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