

Course Syllabus

Department: Art + Design

Art 3003 Typography

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|---|---|
| Meeting days: Monday, Wednesday | Instructor title and name: Courtney Mayer, Associate Professor |
| Meeting times: 10:40am–1pm | Phone: 619.733.8818 |
| Meeting location: Ryan Library, Hughes Lab, room 216 | Email: cmayer1@pointloma.edu |
| Final Exam: Friday, June 11 10:30am–1pm | Office location and hours: Ryan Library, Hughes Lab, room 216B / Tuesday and Thursday 1–2:30 pm by appointment, via Zoom Office Hours Thursday, March 4-12:00 – 2:30pm, 30 minutes appointment slots Weekly on Tuesday, Thursday, until Jun 4, 2021 Join Zoom Meeting (Links to an external site.) Go to appointment page for this calendar (Links to an external site.) Location: https://pointloma.zoom.us/j/95034541690 (Links to an external site.) |
| 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, practice, 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 Spray mount

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 |
|---|-----------------------------|
| 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 + ASSIGNMENTS

Project 1. Type Compositions | 2021 San Diego EarthFair, weeks 1–4 (Monday, March 1–Wednesday, March 24)

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, March 10

Design (8) 8x8 Hierarchy compositions, Critique Wednesday, March 17

Design (4) 8x8 Extreme Scale compositions, Critique Wednesday, March 24

Design (1) Animated motion design. Save as a .gif

All final .zipped, refined saved, packaged, and refined compositions due Wednesday, April 7

Project 2. Posters | 2021 San Diego EarthFair, weeks 5–8 (Monday, March 29–Wednesday, April 21)

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, April 28

Deliverables

Design (2) experimental posters using re-purposed materials. Dimensions TBD.

Project 3. Multi-page Publication | Cooper Hewitt Collection, weeks 9–15 (Monday, April 26–Friday, June 11)

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 Friday, June 11

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 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 Policies](#) [Links 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.