Art 3003 Typography

Fall 2024

Meeting days: Monday, Wednesday	Instructor title and name: Courtney Mayer, Professor
Meeting times: 1:20–3:40pm Art 3003 Typography	**Phone: 619.733.8818**
Meeting location: Ryan Library, Hughes Design Lab, room 216	**Email: cmayer1@pointloma.edu**
Final Exam: Wednesday, December 18, 1:30–4pm	**Office location and hours:** Ryan Library, Hughes Lab, 216 B **Tuesday/Thursday**, Noon–2pm, **Monday/Wednesday**, 4–5pm, **Friday** noon–1pm, or by appointment for another time if needed. To schedule a Zoom or in-person meeting: Go to appointment page for this calendarLinks to an external site. Links to an external site.Next, select a block of time by typing your name in it. Let me know if this appointment will be in-person or Zoom. Then save. To Join Zoom Meeting https://pointloma.zoom.us/j/93836555087Links 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 for research
3. Determine performance criteria for measuring success
4. Develop content and context by being mindful of cognitive, social, cultural, technological and economic factors
5. Develop ideation skills by generating alternative solutions. Use problem solving and critical thinking with type. image, message. Build prototypes using tools and technology

6. Evaluate and select appropriate solutions both orally and in writing
7. Implement choices
8. Evaluate outcomes

Practice Professionalism for success:
1. Demonstrate care for yourself, your work, and others
2. Be punctual and attend class regularly
3. Learn to be flexible, nimble and dynamic in practice
4. Practice attention to detail, organizational skills, and meeting deadlines in a timely manner
5. Participate and communicate!

COURSE CONTENT
> Required reading: Lupton, Ellen, *Thinking with Type: A Critical Guide for Designers Writers, Editors, and Students, 3rd Edition,* Princeton Architectural Press, 2024
> Class discussion and critiques: Design history, theory, practice, criticism and technology
> Studio projects

REQUIRED TEXT
Students are responsible for having the required course textbooks prior to the first day of class.
All supplemental materials posted on this course site (including articles, book excerpts, or other documents) are provided for your personal academic use. These materials may be protected by copyright law and should not be duplicated or distributed without permission of the copyright owner.
This book is a fantastic professional reference!
Lupton, Ellen, *Thinking with Type: A Critical Guide for Designers Writers, Editors, and Students, 3rd Edition,* Princeton Architectural Press, 2024
REQUIRED COURSE MATERIALS
Make sure you have at least $25 on your print card to start class.
We will be using the Hughes Lab Macs during class!
Bring your own external drive: Thumb/Flash Drive with at least 1 or 2GB
Westcott Point and Pica measuring gauge (you can buy this at BlickLinks to an external site. or on Amazon)
X-Acto knife at BlickLinks to an external site.
Access to a computer (Mac is preferred) for design projects outside of class.
Access to a color printer Ricoh and Epson Large Format in Hughes design lab. (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 *as needed*.
Process binder: 3-ring binder of your choice (keep all course materials in this binder)

COURSE SCHEDULE + ASSIGNMENTS
Project 1. Type Compositions | 2024 Voter Education Week Campaign, weeks 1–5
Theme: Voter Education Week
(Tuesday, September 3–Monday, September 30) All refined comps due for final grading— Monday October 7
300 points

Design Challenge
Create dynamic typographic compositions to promote **Voter Education Week** (October 3–7) using a modular grid. Design the message using design principles and theories along with best typographic practices. Use critical thinking to make appropriate decisions about the message meaning, create visual hierarchy through type styling which results in a balanced composition. The areas of weekly typographic focus are: Alignment, Visual Hierarchy, and Extreme Scale. Compositions will be displayed in public.
Deliverables (Printed at school, 100% scale, and neatly trimmed)
Design (8) 8x8 **Alignment** compositions, **Critique Wednesday, September 11**
Design (8) 8x8 **Hierarchy** compositions, **Critique Wednesday, September 18**

Design (4) 8x8 **Extreme Scale** compositions, **Critique Wednesday, September 25**
All final .zipped, refined saved, packaged, and refined compositions due Monday, October 7
Final Graded Deliverables
Due Monday, October 7
1. All final printed and trimmed 8x8 compositions *listed above.*
2.**Upload** *only* **your final digital file folder to:** **2024 Art 3003 Typography Project Drive**Links to an external site.

Project 2. Posters | 2024 AIGA Get Out the Vote Campaign (2 non-partisan posters with 2 social media graphics), weeks 5–8 (Monday, September 30–Wednesday, October 23)
200 points
Design Challenge
2024 Get Out the Vote (GOTV) campaign, AIGA is partnering with Nonprofit VOTE and the League of Women Voters to amplify its call for posters so nonprofit organizations and election officials can access resources. Copy will be provided.
Posters will be displayed on our campus. If you become a student AIGA member ($50) you can upload your posters to the AIGA website for public viewing. (This is not required though.)

All final .zipped, refined, saved, packaged, and refined poster folders due Wednesday, October 23

Deliverables
Design (2) posters. Dimensions **22" x 34"**

Project 3. Multi-page Publication | Cooper Hewitt Collection, weeks 9–15
(Monday, October 28–Final Critique is Wednesday, December 18, 1:30–4pm)
Print
200 points
Design Challenge
This promotional print publication will help the Smithsonian's Cooper Hewitt Museum promote an exhibition 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, theories, and best type practices. Use type, image, and a modular grid to arrange all elements. Design multiple iterations and refine. Think about the user experience to inform all design choices.
Final 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 18, 1:30–4pm
Weekly Deliverables
Weekly critiques. (Written/oral feedback will be provided each week.
Final
Due Wednesday, December 18, 1:30–4pm

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 Project 1: Type Compositions 300 possible points
Design Project 2: Posters (2) 200 possible points
Design Project 3: Multipage Publication 200 possible points
Design Brief (Project 3) 100 possible points
Professionalism (attendance + participation + course binder) 75 possible points
End-semester IDEA Evaluation 25 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	

FINAL EXAMINATION POLICY
Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the Class Schedules site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

INCOMPLETES AND LATE ASSIGNMENTS
All assignments are to be submitted/turned in at the *beginning of the class session* when they are due. For each day you miss a deadline you will loose one grade point down, unless you have a legitimate event, illness, or death in the family and have contacted me. Please see me if you have questions or concerns. A semester Incomplete will only be assigned in extremely unusual circumstances.

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 your professor or the Office of Spiritual Life and Formation.

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.

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 RECORDING NOTIFICATION
In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel. Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

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. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

ARTIFICIAL INTELLIGENCE (AI) POLICY
You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

PLNU ACADEMIC ACCOMMODATIONS POLICY
PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

LANGUAGE AND BELONGING
Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.
If you (or someone you know) have experienced a bias incident regarding language, you can find more information on reporting and resources at
Bias Incident Reporting FormLinks to an external site..

SEXUAL MISCONDUCT AND DISCRIMINATION
If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias

PLNU ATTENDANCE AND PARTICIPATION POLICY
"Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent (3 days) of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent (6 days), the student may be de-enrolled without notice until the university **withdrawal** date or, after that date, receive an "F" grade."

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.
No cellphone or social media use other than signing into the desktop computers. Thank you!

LOMA WRITING CENTER
The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see Loma Writing Center webpage or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

Appointment Calendar: https://plnu.mywconline.com/
Website: https://www.pointloma.edu/centers-institutes/loma-writing-center
Email: writingcenter@pointloma.edu