Spring 2016

JANICE HATHAWAY – PROFESSOR

Class Meets: Tuesday & Thursday 1:00 PM - 3:20
            Templin 838
Office: Templin 846
Phone: 825-3448 office
Office Hours: please refer to my online home page for updates
              Monday & Wednesday: 9:00 – 11:00 am & 1:20 – 2:00 pm
              Tuesday & Thursday: 9:00 – 9:30 & 11:50 – 1:00
              & by appointment
Email: hathawayj@tncc.edu

Class url:
http://faculty.tncc.edu/hathaway/pages/type_schedule_sp_tth.html

ART 141 Typography I

(3 credits) Prerequisite(s): ENG 05 if required by individual student's placement; ART 131, ART 283 OR PHT 135 or divisional approval.

Studies the history of letterforms and typefaces and examines their uses in contemporary communication media. Emphasizes applications to specific design problems. Includes identification and specification of type, copy fitting and hands-on typesetting problems.

Lecture 2 hours + studio instruction 4 hours = total 6 hours per week.

COURSE OBJECTIVES

Upon successful completion of Art 141, the student should be able to:

• Analyze basic terms, classifications and the historical development of typography through the anatomy of letters and type families.
• Demonstrate relevant contemporary responses to typography.
• Examine the impact of typography in visual communication.
• Identify type specimens and demonstrate an understanding of appropriate usage.
• Use typography in page design.
• Explore visual hierarchy in typographic design.
• Create typographic compositions that convey an informed design aesthetic through the sensitive use of leading, kerning, tracking and other text attributes.
• Comprehend and successfully apply the visual elements of line, shape, value, color, texture, time, and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to typographic design assignments.
• Use critical thinking skills to complete the creative process from concept development through revisions to final screen and print output.
• Demonstrate strong group communication skills and the ability to speak clearly during critiques.

REQUIRED COURSE ASSIGNMENTS AND PROJECTS
There are six hands-on digital art and design projects planned for the course. These will become more challenging technically as the semester progresses and student knowledge increases.

The projects are:
- Project 1: Letterforms
  a. Parts of a letterform
  b. Type Interpretation
- Project 2: Letter & Unity
- Project 3: Letter & Meaning
- Project 4: Line & Visual Hierarchy
- Project 5: Directions Poster
- Project 6: Typographic Analysis

METHOD OF INSTRUCTION
The method of instruction will include lectures, studio demonstrations, project development and research, individual instruction, group discussions, and critiques. Examples are presented when important to describe course content. Class projects, software demonstrations and procedures are the focus of many course discussions.

IMPORTANT DATE
16-Week Session (January 11-May 9)
[Includes Exams]
Classes Begin: January 11
Last Day to Add/Change Classes: January 19
Last Day to Drop for a Refund: January 28
Last Day to Drop with a Grade of “W”: March 24
Classes End: May 2
Exams: May 3-9
Grades Due (By Close of Business): May 11
Grades Posted (Evening): May 11

Note: It is up to you, the student to withdraw from the course by this date: March 24 in order to receive a “W” grade. Forms may be picked up and filled out at the Admissions office. After this date the instructor may drop the student with an “F” grade.

SAILS
As evidence of our commitment to student success, Thomas Nelson has adopted an early alert referral system (SAILS) to support students in their educational pursuits. Faculty and staff use
the system to alert and refer students to appropriate campus services for assistance. Students may receive a follow-up call from various campus services as a result of being referred through SAILS. Participation is optional, but students are strongly encouraged to take advantage of the services offered. Additional SAILS information can be located at: http://tncc.edu/services/sails

TEXT
Carter, Rob and Dan, Ben and Meggs, Philip. Typographic Design: Form and Communication, Hoboken, NJ: Wiley Publishers,

Course materials will change to accommodate the availability of new course references on the field of multimedia. Required readings will include online Help for each software package. Books will be discussed in class.

REQUIRED MATERIALS
You will need a digital storage transfer device such as a 500 GB or larger external drive. In addition you will use drawing pencils and erasers and other optional art supplies for creating thumbnails studies.

REPEAT POLICY
Enrollment in a course is limited to two times. If a student needs to enroll for a third and final time, he or she must submit a written petition to the Vice President of Academic Affairs for approval.

STUDENTS WITH DISABILITIES
Students with disabilities who will be taking this course and may need disability-related classroom accommodations are encouraged to make an appointment to see me as soon as possible. Also, you are encouraged to stop by the office of Services for Students with Disabilities to register for support services if you have not already done so (Room #323 Hastings Hall). I need a copy of your letter of accommodation.

COMPUTER ARTS DEPARTMENT ATTENDANCE POLICY
Regular attendance at classes is required and necessary for adequate instruction and learning. When absence from a class becomes necessary, it is the responsibility of the student to inform the instructor prior to the absence whenever possible. The student is responsible for the subsequent completion of all study missed during an absence. Any instruction missed and not subsequently completed will necessarily affect the grade of the student regardless of the reason for the absence.

Absences equal to 20% of the scheduled instructional time for a course will be defined as unsatisfactory progress and the student will be dropped from the course.

• If a student misses 6 classes, the student will be dropped from the course.
- If a student misses 2 consecutive weeks of classes, the student will be dropped from the course.
- Three tardies to class will count as one absence.
- Students missing the lecture/demonstration will be counted as absent.
- All absences including an excused absence count toward the total.

**EXCUSED ABSENCE POLICY**
- A written excuse must be submitted for an absence to be counted as an excused absence.
- The written excuse must be submitted upon return to class.
- Work due during the absence will be accepted.
- Work must be submitted no more than two class periods after returning to class.
- Course materials missed during the absence will be reviewed.

**CLASSROOM CONTAGIOUS DISEASE PROCEDURE**
Students should remain at home if they have symptoms of a contagious disease that may endanger the health of others at Thomas Nelson Community College. Please contact your instructor by phone or email if you suspect you have contracted a contagious disease that causes you to miss more than a day of class. When you are ready to return to class, submit a doctor’s statement or medical clearance that authorizes your return. While away from class, you will be expected to maintain progress in all course requirements.

**ACADEMIC HONESTY, PLAGIARISM AND CLASSROOM CONDUCT**
All students are bound by the conditions in the Student Code of Conduct. Disruptive or argumentative behavior will result in dismissal from class.

See the Thomas Nelson Community College Student Handbook for the complete college statement on Scholastic Dishonesty. The following excerpt is taken from the 2005-2006 Student Handbook, page 57:

‘Generally, scholastic dishonesty is interpreted as cheating on an examination or quiz, which includes giving or receiving information; copying, using unauthorized materials in tests; collaboration during examinations; substituting for another person or allowing substitutions during examination; plagiarism, submission of work other than one’s own; and collusion with another person or persons in submitting work for credit unless such collaboration is approved in advance by the instructor. Webster’s Third International Dictionary defines plagiarism as follows:

Plagiarism—to steal and pass off, as one’s own the ideas or words of another; to use without crediting the source; to present as new and official an idea or product derived from an existing source; to commit literary theft.’
CELL CALLS, TEXT MESSAGING, FOOD & MUSIC POLICY

Failure to adhere to this policy will result in the reduction of your grade for the semester or expulsion from class.

- Students may not answer their cell phone or text message during class. All portable devices must be turned off and put away during class. Calls and text messages may be made during class breaks.
- Students may not leave the class during a presentation unless it is a personal emergency.
- Students are not allowed to listen to music with over the ear headphones during the class.
- Students may only listen to music at a very low volume during open lab time. If your music can be heard by someone sitting next to you it is too loud.
- Students will receive two warnings about cell calls, text messages or music that is audible to others. At the second warning the device will be taken from the student and held at the teacher workstation until the end of the class period. After this the device will not be allowed in the classroom.
- You may not eat or chew gum in the classroom. You may eat during a break outside the classroom.
- You may have an enclosed bottle or cup that does not sweat.
- All conversations must be at a minimum. Only two warnings will be given over disruptive conversations. After the second warning the student will be asked to leave the class and counted absent.

USE OF COMPUTERS AND PRINTER

The printer is only available for printing class projects and in this class the projects are not printed. Do not print the syllabus, assignments or other printed materials. You may use the printer in the library for this purpose if you wish. Only paper that is supplied by Computer Arts may be used in the printer.

Please do not touch your computer screens. Do not change the default desktop picture. All documents left on the desktop at the end of class will be thrown away. Use a folder in the Student folder for your work.

INSTRUCTORS'S EXPECTATION

Lectures, demonstrations and general class participation is an important aspect of this course. Lectures and related information will be given once. For unexcused absences, students need to make arrangements with other class members regarding information. Note taking during lectures and demonstrations is necessary. Since this is a college course, time outside of class will need to be consistently spent on projects to meet the requirements of the class.

GRADING POLICY

Grading is based on assignments and projects. It is the responsibility of the student to review handouts, take notes, complete and turn in assignments on due dates.
• **Projects are due at the critique deadline.** If a project is not presented at the critique it is considered late and will result in a full letter grade reduction for that project unless there is a valid written medical reason or a family emergency.

• **Projects may be revised after the critique and must be submitted one week after the deadline.** For example if a critique is on a Tuesday the final day to submit work is the end of the class on the following Tuesday. No work will be accepted after the one-week revision period unless there is a valid written medical reason or a family emergency. Please review the excused absence policy.

• **Projects will only be graded once.** Grading sheets are used for each assignment so that you can easily determine how your work will be assessed. Please review posted grading sheets carefully.

• **Class participation for 25% of your grade will be considered in the evaluation of the final grade.** This includes being in class on time and throughout the class period, participation in class activities, completed tutorials, working consistently during class and regular verbal participation in critiques.

• To receive full points for class participation all students need to complete the online class evaluation and submit the confirmation email as proof.

• **Disruptive, disrespectful or argumentative behavior** will result in a lower grade during final grade evaluation or dismissal from class.

• **A full letter grade taken off the final semester grade for any student missing the final semester critique or not turning in a final project without prior permission in addition to receiving a zero on the final assignment.**

### Grading System: All projects are worth 100 points each.

Project grades are weighted by the following percentages:

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>PERCENTAGE</th>
</tr>
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<tbody>
<tr>
<td>Project 1: Letterforms</td>
<td>10%</td>
</tr>
<tr>
<td>a. Parts of a letterform</td>
<td></td>
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<tr>
<td>b. Type Interpretation</td>
<td></td>
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<tr>
<td>Project 2: Letter &amp; Unity</td>
<td>15%</td>
</tr>
<tr>
<td>Project 3: Letter &amp; Meaning</td>
<td>15%</td>
</tr>
<tr>
<td>Project 4: Line &amp; Visual Hierarchy</td>
<td>20%</td>
</tr>
<tr>
<td>Project 5: Directions Poster</td>
<td>20%</td>
</tr>
<tr>
<td>Project 6: Typographic Analysis</td>
<td>20%</td>
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Letter grades for this class are award according to the following point distribution:

- **A: 90-100**  
  Excellent - outstanding work.

- **B: 80-89**  
  Good - above average work.

- **C: 70-79**  
  Average - satisfactory work
D: 60-69 Poor - passing work.
F: 0-59 Failure.

In general, excellent design/artwork (approaching professional, portfolio quality) is an "A". Projects that display above average, better design/artwork receive a "B". Projects that meet the minimum requirements for a project assignment get a "C". Missing, incomplete, or sloppy work that is lacking in basic artistic merit, shows inadequate effort, or does not meet minimum project requirements receives a D or F.

Overall Grade Breakdown:
75% All assignments averaged.
25% Class Participation