

## ART 141 Typography 01H-LEC (15570)

Spring 2020

### JANICE HATHAWAY – PROFESSOR

**Class Meets:** Monday & Wednesday **9:30 – 11:50**  
Synchronous online course

**Office:** Online

**Phone:** 825-3448 office

**Office Hours:** please refer to my online home page for updates  
**Monday & Wednesday:** 9:00 – 9:30, 2:20 – 3:00  
**Tuesday & Thursday:** 2:00 – 2:30  
**Online:** daily  
**By appointment:** 24-hour notice required

**Email:** hathawayj@tncc.edu

**Class url:**

[http://faculty.tncc.edu/hathaway/pages/type\\_schedule\\_sp\\_mw.html](http://faculty.tncc.edu/hathaway/pages/type_schedule_sp_mw.html)

**Student email:** Students must use their Thomas Nelson/VCCS email account when communicating with the instructor or for other class activities. Students are responsible for checking their Thomas Nelson/VCCS email account regularly, at a minimum before each class meeting.

**Instructor email response policy:** The instructor will respond to student email within one business day.

The Graphic and Media Design department is part of the Communications, Humanities, and Social Sciences division which may be contacted at [chss@tncc.edu](mailto:chss@tncc.edu) or (757) 825-2799.

## 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 PURPOSE**

ART 141 Typography is a required course for the Graphic and Media Design and Photography with Specialization in Visual Communications programs at Thomas Nelson and may be used to fulfill a studio elective requirement in other art programs. Art 141 is a prerequisite for ART 229: Multimedia Graphic Design II, ART 251: Communication Design I, ART 263: Interactive Design I, ART 291: Computerized Graphic Design I, and ART 296: On-Site Training in Art. ART 141 cannot be used to fulfill a general education or transfer requirement at Thomas Nelson. Students intending to transfer should meet with advisors at Thomas Nelson and the transfer school and should check the transfer school's transfer guide to see how this course will fit into their curricula.

## **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 (removed due to Coronavirus)

## **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 (August 19 – December 14) [Includes Exams]**

16-Week Session (August 19-December 14)

Classes Begin: August 19

Last Day to Add/Change Classes: August 25

Last Day to Drop for a Refund: September 4

Labor Day: September 7

Last Day to Drop with a Grade of "W": October 28

Thanksgiving Break: November 25-29

Classes End" December 7

Exams: December 8-14

Grades Due (By Noon): December 18

Grades Posted (Evening): December 18

*Note: It is up to you, the student to withdraw from the course by this date: September 4 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.*

## **NAVIGATE EARLY ALERT SYSTEM**

As evidence of our commitment to student success, Thomas Nelson has adopted an early alert referral system (NAVIGATION) 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 NAVIGATE. Participation is optional, but students are strongly encouraged to take advantage of the services offered.

## **RECOMMENDED 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 4TB or larger external drive. In addition, you will use drawing pencils and erasers and other optional art supplies for creating thumbnails studies.

## **STUDENT SUPPORT SERVICES**

Students are encouraged to take advantage of the many support services available to them at the College, including, but not limited to, free tutoring, computer lab access, library and other learning resources, counseling, academic advising, career advising, and scholarships. Please contact the instructor or the above named services for more information.

## **DISABILITY ACCOMMODATIONS**

Thomas Nelson Community College complies with the requirements of the Americans with Disabilities Act (ADA) and provides reasonable accommodations to students who are entitled to such accommodations by law. Students receiving services from the College who have disabilities that require accommodations are responsible for informing the Office of Disabled Student Services (Hastings 323D; phone: 757-825-2833 or 757-825-2867 and TDD 757-825-2853; and [www.tncc.edu/oss/index.htm](http://www.tncc.edu/oss/index.htm).) Students must present instructors with their letters of accommodation as soon as possible. The accommodations become effective on the date when the student presents the letter to the instructor; accommodations shall not be applied retroactively.

## **REPEATING THE COURSE**

Students may attempt to complete a course with a passing grade twice (withdrawing from the course with a grade of 'W' counts as an attempt). In order to receive permission for a subsequent attempt, the student must make an appointment to meet with the Dean of Student Services. Call 825 2827.

## **INCLEMENT WEATHER**

In the event of inclement weather, the College provides delay and cancellation information to local radio and television stations and the e2Campus notification system. Inclement weather, particularly ice storms and hurricanes, can affect power, cable, and phone lines making it difficult to submit assignments in Blackboard. If the College is closed due to inclement weather, any assignments due during the closing will be expected on the first day the College reopens. Check Blackboard for details. If students are still experiencing difficulties in transmission of Blackboard assignments due to power or other outages, they should utilize another source of internet service to contact the instructor via email to resolve questions and concerns in a timely manner.

## **NEVER ATTENDED/COURSE WITHDRAWAL POLICY**

A student who does not attend one of the first two class meetings (or the equivalent in online courses) may be reported as "Never Attended" and may be dropped from the course.

A student who violates the course attendance policy or who is not making satisfactory progress before the completion of 60% of the session, also referred to as the "Last Day to Drop with a Grade of W," may be dropped from the course and may receive a grade of "W."

However, while the College or instructor may withdraw students, as noted in the Student Handbook, "students have the obligation to initiate their own withdrawals from classes" using the Student Information System (SIS).

## **ATTENDANCE POLICY**

Per the TNCC Student Handbook, "Regular attendance is required in all classes. 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 course work missed during an absence. Any instructional material missed and not subsequently obtained will affect the grade of the student, regardless of the reason for the absence."

- 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.
- A minimum of one full letter grade will be removed from the semester average if a student misses more than 6 classes and chooses to remain in the class after the withdrawal date.

- 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.
- Students leaving class early without permission will be counted absent.

### **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 excused absence will be accepted.
- Work must be submitted **no more than two class periods** after returning to class.
- Course materials missed during the excused absence will be reviewed.

### **TECHNOLOGY ISSUES POLICY**

Computer or internet connection problems are not an acceptable excuse for not completing work. The Graphic and Media Design program provides an open lab in Templin 907 and college libraries as well as public libraries provide free computer and internet access. Assignments are due by published deadlines regardless of any technology issues experienced by the student.

### **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 department 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.

## **CHILDREN ON-CAMPUS POLICY**

Children are not permitted to attend any class meeting. Children may not be left unsupervised in the hallway outside of the classroom. Children under 15 are only permitted to visit other areas of the campus when supervised by an adult at all times.

## **INSTRUCTOR LATENESS/ABSENCE POLICY**

Typically, I will notify you by email if a class must be cancelled. The division office will post a sign outside the classroom door. If you have not been notified of a class cancellation and I am not present at the start time for the class, you should wait 15 additional minutes in case I was slightly delayed. If after that time if I have not arrived, a sign-in sheet should be passed among the students, listing the class name, meeting day and time, room number, and instructor name. One student shall be responsible for delivering the sign-in sheet to Campus Police. Campus Police will forward that sheet to the appropriate division office. You should check your TNCC email within 24 hours for instructions on how to prepare for the next class meeting.

## **INSTRUCTORS' 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.

## **REQUIRED TIME-ON-TASK**

To succeed in this course students will have to put time both into class meetings and also into out-of-class study. Class meets for two hours and twenty minutes twice a week for a total of four hours and forty minutes.

Students are expected to work an equivalent amount of time outside of class for a total time of 8 to 9 hours a week.

## **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:

PROJECT	PERCENTAGE
Project 1: Letterforms	5%
a. Parts of a letterform	
b. Type Interpretation	
Project 2: Letter & Unity	10%
Project 3: Letter & Meaning	20%
Project 4: Line & Visual Hierarchy	25%
Project 5: Directions Poster	30%

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:

100%	All assignments averaged by percentage.
10%	Class Participation: <i>Up to 10% may be deducted for lack of class participation including attendance, class behavior and participation in the end-of-term class evaluation.</i>

**Due to the Coronavirus the Class Participation portion of the class will now include the required use of Zoom and email communication.**

### DISCLAIMER

The instructor has attempted to provide a syllabus that is complete and that provides an accurate overview of the course; however, the instructor will modify course policies and the calendar of activities as may be necessary during the semester. All such changes will be announced on

**Blackboard.** It is the student's responsibility to note and attend to all announced changes.