ARTC-1327-101C3-FA2025-Collins
Typography / Fall 2025
Tuesday and Thursday 11:00AM - 12:20PM, STEAM 145

Instructor Information
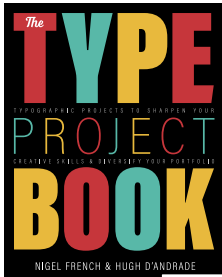
Instructor Robin Stone Collins
E-mail rcollins8@com.edu
Phone 281.794.6366 cell
409.938.1211 main **college number**
1.888.258.8859 **toll free**

Office hours and location:
Student office hours Before and after class in the STEAM Building, Room 145.
Office Hours Tuesday and Thursday, 7:30 – 8:00 am and 12:30 - 1:30 pm, and by appointment.

Required Textbook/Materials:

The Type Project Book
By Nigel French & Hugh D'Andrade
ISBN-13: 978-0-13-681604-1

Course Description:
An Advisory Committee of professionals who work within the Graphic Arts industry has determined goals for this course. This course is designed to introduce or build on the principles of typography and how it is utilized in design. Students will learn the fundamentals of type, choosing and combining type, structural forms of type, and the history of typography. Students will complete all lessons and projects assigned by the instructor and design quality, professional-level printed pieces.

Course Requirements and Subscriptions:
1. For Project 3, you will be creating your own original font. I have purchased and installed **Fontself Maker**, an Illustrator and Photoshop extension that allows you to easily convert your lettering into OpenType fonts. You'll have access to my Mac laptop during class to use this

software, so you won't need to purchase it yourself. However, if you choose to buy it for future personal use, you can find more information here: https://www.fontself.com/

2. You are required to have access to LinkedIn Learning (formerly Lynda.com), an on-demand learning platform used throughout this course. It offers professional video tutorials and is mobile-friendly for viewing on smartphones and tablets. **Headphones are required** for watching these tutorials during class.

Access to LinkedIn Learning is **free** with a **Houston Public Library card**, which is available at no cost to all Texas residents. To obtain a card, fill out the form at the link above and your library card will be emailed to you. Instructions for setting up your LinkedIn Learning account are posted in Brightspace.

You will be required to complete several video tutorials throughout the semester and must submit **Certificates of Completion** as proof of participation. Videos required:

1. **Graphic Design Foundations: Typography** – **Due August 28, 2025**
    Author: Ina Saltz
    Duration: 3h 10m
    Level: Beginner

2. **Typography: Working with Grids** - **Due September 4, 2025**
    Author: Ina Saltz
    Duration: 39m 40s
    Level: Beginner

3. **Typography: Choosing and Combining Typefaces** - **Due September 11, 2025**
    Author: Ina Saltz
    Duration: 51m 50s
    Level: Beginner

4. **Typography: Hierarchy and Navigation** - **Due September 18, 2025**
    Author: Ina Saltz
    Duration: 45m 17s
    Level: Intermediate

5. **Typography: Color, Contrast, and Scale** - **Due September 25, 2025**
    Author: Ina Saltz
    Duration: 45m 29s
    Level: Intermediate

NOTE: *Subject to change as new titles become available.*

We will be viewing some of the content of these LinkedIn videos in the classroom over the first several weeks of this sixteen-week course. Successful students will also need to review these courses in their own time. At the end of each training, you will want to print out the Certificate of Completion for each title and bring or email them to me on or before the due dates.

Required Supplies:
- Graphic Arts Ruler with metal edge or fully metal
- Sharpie Markers, fine, medium and large
- Color markers and/or color pencils
- **Sketch Book/Pad**
- X-acto Knife with # 11 blades
- **Flash Drive or External Hard Drive (at least 128GB)**
- Bainbridge Black on Black Mounting Boards (3) 11 in. x 14 in.
  https://www.texasart.com/group/1555/bainbridge-black-on-black-board.html
- Headphones - will be required for viewing online tutorials in the lab

Student Personal Responsibilities
1. Participate in course discussions and critiques, both in the classroom and online.
2. PURCHASE THE TEXTBOOK and complete Projects in Chapters
3. Attend in-class lectures and complete the classroom drills
4. Complete Typography Projects on time and in a professional manner with quality and attention to details.
5. Attend all scheduled classes; attend any field trips or guest lectures.

Determination of Course Grade / Grading Formula

Items	Points	% Of Grade
Type Project Book 15 @ 25 pts each	375	20
5 LinkedIn Learning.com videos / Certificates @ 40 pts each	200	20
Project 1: Infographic	75	15
Project 2: Font Book	200	25
Project 3: Create a Font	100	15
Class Participation / Attendance	50	5

Total	1000	100

Please Note: Grades and project details are subject to change.

All work submitted must be free of typographical errors. **Each typo will result in a 5-point deduction.**
Typos include, but are not limited to: misspelled words, unnecessary or repeated letters/words, extra spaces, double returns, and incorrect punctuation.

To provide students with real-world experience and give back to the community, this course may include a **live client project**. These opportunities vary by semester and are dependent on community partnerships. If a real-world project is incorporated, grading criteria may be adjusted accordingly. Any changes will be clearly communicated through the D2L Grade Center and in class discussions.

Just like in a professional setting, students may occasionally need to go beyond the basic instructions or provided resources. Additional learning tools—such as **LinkedIn Learning tutorials, online instructional videos, supplemental textbooks, and peer or instructor feedback**—may be required to support your success in this course.

Grading Scale:
90 - 100%   = A
80 - 89%   = B
70 - 79%   = C
60 - 69%   = D

Any grade below 60 is an F

Course Communication: I will use the email in Brightspace to send you emails regarding class, etc. ALL electronic communication with the instructor must be through your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means. You are required to monitor and communication via D2L / Brightspace on a regular basis for changes that may happen real time. I will respond as soon as I see your message. I may not be as responsive on weekends and after 5 pm during the week.

Late Work, Make-Up and Extra-Credit Policy: There are **NO** makeups for this class. However, if a student has a legitimate excuse (death in the family, medical emergency, etc.) some deadlines can be extended. **These problems need to be communicated to the instructor as soon as possible.**

Extra-Credit work: is not typically given except what is in the book at the end of chapters. But if there is something extra a student wants to do, please feel free to talk to me about such.

This course has a grade for class participation including attendance, ability to work with little assistance, participating in classroom discussion and working as a peer proctor for other students.

Attendance Policy: Roll will be taken each class period; 100% attendance is expected. More than 5 missed classes may result in a student being dropped from the course. The only exception to this rule is death within the immediate family or a note from the Doctor. Attendance is 5% of final grade.

Cell Phones: Students are expected to work during class and not be on their cell phones or sleeping during class time.

Tardiness: The student is expected to be on time to every class. It is to the students disadvantage to arrive late as they may miss essential demonstrations, lecture information, etc.

Communicating with your instructor: ALL electronic communication with the instructor must be through your COM/Brightspace email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means.

Classroom Conduct Policy: College of the Mainland requires that students enrolled at COM be familiar with the Standards of Student Conduct, which can be found in the on-line Student Handbook. http://www.com.edu/student-services/student-handbook.. Students are expected to be familiar with and abide by the Student Code of Conduct. Any violations of the Code of Conduct will result in a referral to the Dean of Students and may result in dismissal from this class.

Student Learner Outcome	Maps to Core Objective(s)	Assessed via this Assignment
Create Letter forms	Critical thinking skills Communication skills Empirical & quantitative skills	Project 1 Project 2
Solve typographic problems	Critical thinking skills Communication skills Empirical & quantitative skills	Project 2
Identify a variety of typefaces	Critical thinking skills Communication skills Empirical & quantitative skills	Project 1 Project 2
Apply typographic practices	Critical thinking skills Communication skills Empirical & quantitative skills	Project 2 Chapter 8, 9, and 10 Exercises

Academic Dishonesty: Any incident of academic policy will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a grade of zero on that exam/quiz/work and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

Student Concerns: if you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If you continue to have questions after discussing your concern with me, please contact Dr. Kristina Jantz, Fine Arts Department Chair, at 409-933-8255 or kjantz@com.edu.

Course outline tentative and is subject to CHANGE at as needed but will be communicated in class. Please monitor Brightspace regularly.

COURSE SCHEDULE

Week	Date	Lectures and Projects	Due
1	8/19	Syllabus and Introduction to Typography Linked In Learning Overview / log in Alphabet Grid Design Assignment for Week 8 Assign Groups for photo shoot/ self portrait	Assign groups - leader - make food decisions - split face Font pairing exercise?
2	8/26	Lecture Project 1 Infographic pg. 98-101 Lecture Project 2 Font Book Design Alphabet Design **TPB – Read Pages 1-50** TFB_1 Victorian Poster Design, pgs. 2-5. Due 9/4	**Graphic Design Foundations:** Typography (3h 10m) LinkedIn Learning Due 8/28 Create grid for Alphabet Design Infographics thumbs due 8/26 Victorian Poster thumbs Due 8/26 Chosen font due 8/28
3	9/2	Lecture – Measuring Type TPB_2 Art Nouveau Poster Design, pgs. 6-9. Due 9/11 Research for Victorian Poster	**Typography:** Working with Grids: (39m 40s) LinkedIn Learning Due 9/4 Design letter A – E for grid Type patterns thumbs due 9/4
4	9/9	Lecture – Design Principles **TPB – Read Pages 54-114** TPB_3 Country Music Poster Design, pgs. 38-41. Due 9/18	**Typography:** Choosing and Combining Typefaces (51m 50s) LinkedIn Learning Due 9/11 **Project 1 Infographic Due 9/24** Design letter F – J for grid

			Font Book initial thumb layout due Country Music Poster thumbs due 9/18
5	9/16	Begin research for Type Book Lecture – Design with Color TPB_4 Magazine Cover Design, pgs. 56-59. Due 9/30 TPB_5 Cookbook Cover Design, pgs. 70-73. Due 10/2	**Typography:** Hierarchy and Navigation (45m 17s) LinkedIn Learning Due 9/18 Design letter K – P for grid
6	9/23 OUT	Lecture – Extra Tips and Tricks TPB_6 Wine Label Design, pgs. 110-113. Due 10/9	**Typography**: Color, Contrast & Scale (45m 29s) LinkedIn Learning Due 9/25 Font Book layout due b/w Design letter Q – V for grid Magazine Cover thumbs due 9/30
7	9/30	**TFB – Read Pages 118-154** PHOTSHOOT of food and faces Lecture – Essentials of Typography TPB _7 Gift or Product Guide Design, pgs. 120-123. Due 10/16	Design letter W – Z and Numbers 0-5 for grid Wine Label thumbs due 10/2
8	10/7	Lecture – Type and Life TP_8- Alphabet Grid Design layout due 10/23	Design numbers 6-9 for grid Font Book mockup in color due 2-page product guide thumbs due 10/7
9	10/14	Lecture – Project 3 Font Creation	Font Book in color

		Lecture – Categories of Type TPB_9 Hand Lettered Type Portrait Design, pg. 186-189. Due 10/30	
10	10/21	**TPB – Read Pages 158-196** Lecture – Type Contrasts TPB_10 Shaped Text Design, pg. 212-215. Due 11/6	Hand Lettered type portrait thumbs due 10/21 Alphabet Grid due 10/23 Font Book in color
11	10/28	TPB_11 Interpret a Word or Phrase, pgs. 244-247. TPB_12 Chiseled Drop Cap Design, pgs. 224-225. Both Due 11/13	**Project 2** **Font Book Due 10/30** ****Send to print**** Shaped Text thumbs due 10/28
12	11/4	**TFB – Read Pages 198-252** TPB_13 Add Flourish to Text Design, pgs. 226-227. Due 11/20	Update on font creation project
13	11/11	TPB_14 Split-Face Type Portrait, pgs. 190-191. Both Due 11/25	**Split face hi res images due**
14	11/18	TPB_15 Large Letter Postcard Design, pg. 234. Due 11/26	Large Letter Postcard thumbs due 11/18
15	11/25	All work should be complete and turned it. **All Due no later than Tuesday, Dec 2nd**	
16	12/2	**All Work Due 12/2**	**Project 3** **Font Creation Due 12/2**

Institutional Policies and Guidelines

Grade Appeal Process: Concerns about the accuracy of grades should first be discussed with the instructor. A request for a change of grade is a formal request and must be made within six months of the grade assignment. Directions for filing an appeal can be found in the student handbook https://www.com.edu/student-services/student-handbook.html *An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgment of the quality of the student's work and performance is also not an admissible basis for a grade appeal.*

Academic Success & Support Services: College of the Mainland is committed to providing students the necessary support and tools for success in their college careers. Support is offered through our Tutoring Services, Library, Counseling, and through Student Services. Please discuss any concerns with your faculty or an advisor.

ADA Statement: Any student with a documented disability needing academic accommodation(s) is requested to contact:
Kimberly Lachney, Student Accessibility Services Coordinator
Phone: 409-933-8919
Email: AccessibilityServices@com.edu
Location: COM Doyle Family Administration Building, Student Success Center

Textbook Purchasing Statement: A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Withdrawal Policy: Students may withdraw from this course for any reason prior to the last eligible day for a "W" grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law. The last date to withdraw from the 1st 8-week session is October 1. The last date to withdraw from the 16-week session is November 14. The last date to withdraw for the 2nd 8-week session is November 25.

FN Grading: The FN grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The FN grade may be issued for cases in which the student ceases or fails to attend class, submit assignments, or participate in required capacities, and for which the student has failed to withdraw. The issuing of the FN grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an FN grade.

Early Alert Program: The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention are very important to us. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are referred to the Early Alert Program you will be contacted by someone in the Student Success Center who will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

Resources to Help with Stress: If you are experiencing stress or anxiety about your daily living needs including food, housing or just feel you could benefit from free resources to help you through a difficult time, please click here https://www.com.edu/community-resource-center/. College of the Mainland has partnered with free community resources to help you stay on track with your schoolwork, by addressing life issues that get in the way of doing your best in school.

All services are private and confidential. You may also contact the Dean of Students office at deanofstudents@com.edu or communityresources@com.edu.

Nondiscrimination Statement: The College District prohibits discrimination, including harassment, against any individual on the basis of race, color, religion, national origin, age, veteran status, disability, sex, sexual orientation, gender (including gender identity and gender expression), or any other basis prohibited by law. Retaliation against anyone involved in the complaint process is a violation of College District policy.