



**ARTC 1327-101 CL – FA 2021
Typography Fall 2020
Tuesday and Thursday 8 - 10:50AM , STEAM 145**

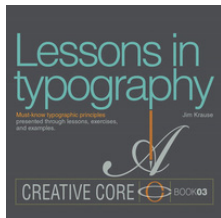
INSTRUCTOR INFORMATION

Instructor: Robin Stone Collins
E-mail: rcollins8@com.edu / robinscg@comcast.net
Phone: 281.794.6366 cell
409.938.1211 main college number
409.933.8531 direct line to the graphic arts lab
1.800.258.8859 toll free
(works from most parts of Texas but not within the 409 area code)

OFFICE HOURS AND LOCATION

Office: Before and after class in the STEAM Building, Room 145
Office Hours: Tuesday and Thursday, 7:30 – 8:00 am and 10:50 - 11:20 am and by appointment.

REQUIRED TEXTBOOK AND MATERIALS

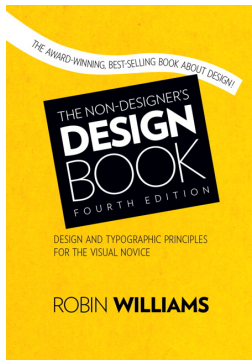


Required Textbooks:
1. Lessons in Typography
By Jim Krause
ISBN – 10:978-0-13-399355-4



2. Adobe InDesign CC 2021 Classroom in a Book (Preferred)
By Kelly Kordes Anton & Tina DeJarld
ISBN-13: 978-0-13-687028-9

Suggested Optional Textbook



Non-Designer's Design and Type Book

Author: Robin Williams,
Publisher: Peachpit Press,
ISBN- 10: 0133966151

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. A textbook is mandatory. Must have book to download lesson files.

Course Description

A study of letterforms and typographic concepts as elements of graphic communication. Emphasis on developing a current, practical typographic knowledge based on industry standards. Prerequisite: ARTC 2347 with a grade of "C" or better. Offered fall only.

Goals of this Course

An Advisory Committee of professionals that work within the Graphic Arts industry have 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.

Required Subscription

As in all other classes students are required to have a subscription to Lynda.com. Lynda.com will be used as an on-line learning module in this course and you will be required to show proof of completing the following titles:

1. [Graphic Design Foundations: Typography](#) – Due September 6, 2020

Author: Ina Saltz

Duration: 2h 23m

Level: Beginner

Good typography can add tremendous power to your design and your message, whether it is a print- or screen-based project, a still or motion graphic, a 3D or 2D graphic. This course explains good typographic practices, so that you can develop an "eye" for type and understand how to effectively use it. Author Ina Saltz explains type classifications (serif vs. sans serif, display type vs. text type), how type is measured, sized, and organized, and how spacing and alignment

affect your design. She also explains how to use kerning, tracking, leading, and line length, and covers the history and current trends in typography. The course teaches the principles of legibility, readability, and compatibility, and how they should be considered when you're selecting and designing with type.

Topics include:

- What is typography?
- Differentiating type characteristics
- Using ornamental and decorative type
- Combining typefaces
- Using contrast and scale
- Kerning and kerning pairs
- Choosing the optimum line length
- Aligning and spacing characters, words, and paragraphs
- Understanding factors affecting legibility
- Working with three-dimensional type
- Putting type in motion

2. [Foundations of Typography: Working with Grids](#) - Due September 13, 2020

Author: Ina Saltz

Duration: 39m 40s

Level: Beginner

Simply put, grids are an essential design tool for containing and organizing type and images. But they do so much more. Grids give compositions strength and structure. Grids help break space into units. And grids streamline the visual design process.

Designer Ina Saltz walks you through how to use grids effectively in both print and screen-based projects, offering examples from websites, books, magazines, and even comic strips. Ina touches on using grids to solve issues with hierarchy, proportion, and variation, and points out occasions that might warrant breaking away from the grid, to give your compositions more visual tension and interest. Start here and learn how to add this powerful tool to your typographic arsenal.

3. [Foundations of Typography: Choosing and Combining Typefaces](#) - Due September 20, 2020

Author: Ina Saltz

Duration: 51m 50s

Level: Beginner

With the hundreds of thousands of typefaces that are now available, knowing which to choose and how to combine them (or not) can seem intimidating and complicated. Art director and

typography expert Ina Saltz demystifies the process in this course. She'll show you how to choose the right typeface for the job, considering factors such as readability, typographic anatomy, and historical context. She'll then demonstrate how to combine your chosen fonts effectively and harmoniously, based on contrast, similarity, or mood. Finally, knowing there's always an exception to the rule, Ina explains how breaking these guidelines might make sense for your design. Watch and start learning how to simplify your selection process, while taking advantage of the powerful visual arsenal typography can provide for your designs.

4. [Foundations of Typography: Hierarchy and Navigation](#) - Due October 4, 2020

Author: Ina Saltz

Duration: 45m 17s

Level: Intermediate

If you've seen our course Foundations of Typography or if you're a designer with a working knowledge of typography, this course is the next step. Typography expert Ina Saltz guides you through two essential topics, hierarchy and navigation. Her goal is to teach designers the best techniques for creating clear levels of importance (hierarchy) and pointing readers in the right direction (navigation), whether it's for print-based or screen-based communication design.

5. [Foundations of Typography: Color, Contrast, and Scale](#) - Due October 11, 2020

Author: Ina Saltz

Duration: 45m 29s

Level: Intermediate

Enhance the clarity and impact of your type—and your message—with effective use of color, contrast, and scale. Designer Ina Saltz shows you how to use these three elements to elevate your design above the rest. Learn how to choose a typeface, weight, size, and color for your type, and balance its scale in relation to the other graphic elements. Plus, discover how to develop your typographic eye by studying great designs and figuring out how and why they work.

Topics include:

- Creating tonal weight with type
- Selecting and using color
- Creating contrast with size
- Lifting type on complex backgrounds
- Adding drama with typographic scale

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

At the end of the training you will want to print out the Certificate of Completion for each title and bring them to me on or before the due dates. For fees, please check the Lynda.com. Membership cost and information page.

Required Supplies

- Graphic Arts Ruler
- Sharpie Markers, fine, medium and large
- Color markers and/or color pencils
- Sketch Book
- X-acto Knife
- Straight Edge
- Black Mounting Boards
- Spray Adhesive – Scotch Super 77
- Large Manila Clasp envelopes - for turning in projects
- Head Phones - will be required for viewing online tutorials in the lab

Additional Materials

It is recommended that you purchase a Flash drive to save and transport your work.

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.
6. Complete all chapter quizzes.

We will be viewing some of the content of these training 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 the training you will need to print out the Certificate of Completion for each title and hand it to the Instructor near the end of class. For fees, please check the Lynda.com. Membership cost and information page.

Determination of Course Grade/Detailed Grading Formula

Grading System

Items	Points	% Of Grade
Classroom In a Book Chapter Exercises 1-15 @ 30pts each	450	20
5 Lynda.com videos / Certificates @ 40 pts each	200	20
Project 1: Design Menu / Invite	150	15
Project 2: Type Book	200	25
Project 3: Font Creation	150	15
Class Participation / Attendance	50	5
Total	1200	100

Please Note: (grades and projects subject to change)

All typos will represent -5 points.

(Typos include misspelled words, superfluous words/letters, extra spaces, double returns etc.)

In an effort to give back to our community, and give students real-world client experiences, we may take on a "real community" project. This changes from semester to semester, but if the instructor has the opportunity to work with a "real client" we will. Grading will be realigned to the outcomes of that project, and students will be made aware of changes via blackboard grade center and class discussion.

In the classroom as in business, the need may arise for students to go beyond the given instructions or directions. Therefore, additional resources will be helpful to the student. These may include additional Lynda.com videos, online videos, other textbooks, help from classmates and instructor.

Grading Scale

90 - 100% = A

80 - 89% = B

70 - 79% = C

60 - 69% = D

Any grade below 60 is an F

Make-Up Policy: Make-up Exams or Assignments are not allowed without the consent of the Instructor. Any deviation from this policy would be only for extenuating circumstances, which are substantiated and approved as a special case by the instructor at the request of the

student.

All instruction missed is the responsibility of the student.

NO LATE WORK ACCEPTED

If given makeup or retake tests will include -10 points

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 only permitted to withdraw six times during their college career by State law. The last day to withdraw for the 1st 8 week session is October 7th, November 23rd for 16 week courses and December 3rd for the 2nd 8 week session.

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.

Success Tips

Be Diligent: do not fall behind with **projects some cannot be done in a day.**

Communicate: Communication with peers as well as the instructor can prevent bad grades, and misunderstood instructions. Communication with peers will also develop interpersonal skills essential in the workplace.

Lynda.com: Use Lynda.com or other outside resources as necessary to better your understanding of course material.

Communicating with your instructor

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. (Faculty may add additional statement requiring monitoring and communication expectations via Blackboard or other LMS). I may not be as responsive on weekends and after 5 pm during the week.

Core Objectives

Students successfully completing this course will demonstrate competency in the following Core Objectives.

1. **Critical thinking skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Communication skills** – to include effective written, oral, and visual communication

3. **Empirical and quantitative skills** – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

Student Learning Outcomes: Upon successful completion of this course, students will:

1. Create Letter forms.
2. Solve typographic problems.
3. Identify a variety of typefaces
4. Apply typographic practices

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
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 3
Apply typographic practices	Critical thinking skills Communication skills Empirical & quantitative skills	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 and the student will be referred to the Office of Student Conduct for the appropriate discipline action.

Plagiarism

The practice of taking someone else's work or ideas and passing them off as one's own. : Plagiarism is using someone else's words or ideas and claiming them as your own. Plagiarism is a

very serious offense. Plagiarism includes paraphrasing someone else’s words without giving proper citation, copying directly from a website and pasting it into your paper, using someone else’s words without quotation marks. Any assignment containing any plagiarized material will receive a **grade of zero** and the student will be referred to the Office of Student Conduct for the appropriate discipline action.

Link(s) to resource(s) about ways to avoid plagiarism:

<http://en.writecheck.com/ways-to-avoid-plagiarism/>

Concerns/Questions Statement

If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact Selina Rahman at 933.8339 direct line to office or email her at srahman@com.edu

Course outline tentative and is subject to change at any time as needed:

COURSE SCHEDULE

Week	Lecture Topic	Work Due
Week 1 Aug 24, 26	Day 1: Syllabus, Groups, Introduction/Icebreaker Design Introduction Powerpoint, Log in and Open InDesign Day 2: Project 1: Redesign Menu or Program Introduce the InDesign workspace.	Purchase book Download files Get Supplies Day 2: Chapter 1 Due
Week 2 Aug 31 Sept 2	Day 1: Project 1: Thumbnails Getting to Know InDesign. Day 2: Powerpoint Design Principles Will be posted to Blackboard	Day 1: Project 1 Thumbnail Sketches Due Day 2: Chapter 2 Due
Week 3: Sept 7,9	Day 1: Working Up a Document and Working with Pages. Powerpoint Design with Color Will be posted to Blackboard Day 2: Project 1: Work Session	Day 1: Day 2: Chapter 3 Due Get Supplies

Week 4 Sept 14, 16	Day 1: Working with Objects. Assign Project 2 Font Book Creation Powerpoint Extra Tips and Tricks Will be posted to Blackboard Day 2: Project 1 & 2 Work Session	Day 1: Day 2: Run Project 1 /Color Chapter 4 Due
Week 5 Sept 21, 23	Day 1: Working with Color. Powerpoint Extra Essentials of Typography Will be posted to Blackboard Day 2: Project 2 Work session.	Day 1: Project 1 Due Mounted in Color Day 2: Chapter 5 Due
Week 6 Sept 28, 30	Day 1: Flowing Texts. Powerpoint Extra Type and Life Will be posted to Blackboard Day 2: Project 2 Work Session.	Day 1: Day 2: Chapter 6 Due
Week 7 Oct 5, 7	Day 1: Editing Text. Powerpoint Categories of Type Will be posted to Blackboard Day 2: Project 2 Work Session.	Day 1: Day 2: Chapter 7 Due Probably time to send font book off to print
Week 8 Oct 12, 14	Day 1: Working with Typography. Powerpoint Type Contrasts Will be posted to Blackboard Day 2: Project 2 Work Session	Day 1: Day 2: Chapter 8 Due
Week 9 Oct 19,21	Day 1: Working with Styles. Day 2: Project 2 Work Session	Day 1: Day 2: Chapter 9 Due
Week 10 Oct 26, 28	Day 1: Creating Tables Day 2: Project 3 Assign – Create a font.	Day 1: Day 2: Chapter 10 Due

Week 11 Nov 2, 4	Day 1: Importing and Modifying Graphics . Day 2: Project 3 Work Session.	Day 1: Day 2: Project 2 Font book Due Chapter 11 Due
Week 12 Nov 9, 11	Day 1: Working with transparencies. Day 2: Project 3 Work Session.	Day 1: Day 2: Chapter 12 Due
Week 13 Nov 16, 18	Day 1: Printing and Exporting Day 2: Project 3 Work Session.	Day 1: Project 4, Exercise 9, 10 Day 2: Chapter 13 Due
Week 14 Nov 23 Holiday	Day 1: Creating Adobe PDF files with Form Fields Day 2: Project 3 Work Session.	Day 1: Chapter 14 and Chapter 15 Due
Week 15 Nov 30 Dec 2	Day 1: Creating a Fixed-Layout EPUB Day 2: Project 3 Due. Be creative in how you show off and present your new font.	Day 1: Project 3 Create a Font Due
Week 16 Dec 7, 9		Files Removed from Lab Computers

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://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf. *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.* https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf

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 accommodations is requested to contact Holly Bankston at 409-933-8520 or hbankston@com.edu. The Office of Services for Students with Disabilities is located in the Student Success Center.

Counseling Statement: Any student needing counseling services is requested to please contact Holly Bankston in the student success center at 409-933-8520 or hbankston@com.edu. Counseling services are available on campus in the student center for free and students can also email counseling@com.edu to set up their appointment. Appointments are strongly encouraged; however, some concerns may be addressed on a walk-in basis.

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 6. The last date to withdraw from the 16-week session is November 19. The last date to withdraw for the 2nd 8-week session is December 2.

F_N Grading: The F_N grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The F_N 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 F_N grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an F_N 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.

COVID-19 Statement: All students, faculty, and staff are expected to familiarize themselves with materials and information contained on the College of the Mainland’s Coronavirus Information site at www.com.edu/coronavirus. In compliance with Governor Abbott's May 18 Executive Order, face coverings/masks will no longer be required on COM campus. Protocols and college signage are being updated. We will no longer enforce any COM protocol that requires face coverings. We continue to encourage all members of the COM community to distance when

possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit [com.edu/coronavirus](https://www.com.edu/coronavirus) for future updates.