



ARTC 1327-101CL-FA2023
Typography / Fall 2023
Tuesday and Thursday 11:00AM - 1:50PM, STEAM 145

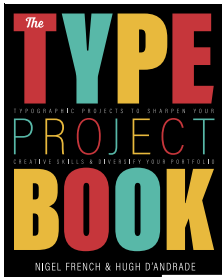
Instructor Information

Instructor Robin Stone Collins
E-mail rcollins8@com.edu
Phone 281.794.6366 cell
409.938.1211 main college number

Student office hours Before and after class in the STEAM Building, Room 145.
Office Hours Tuesday and Thursday, 7:30 – 8:00 am and 2:00 - 2:30 pm and by appointment.

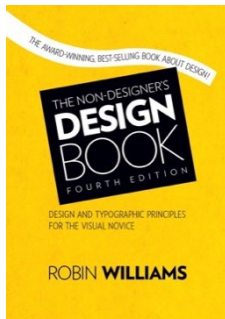
Required Textbook/Materials:

Textbooks: Students may use InDesign Classroom in a Book 2021 or 2022 release.

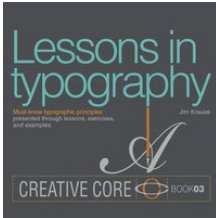


The Type Project Book
By Nigel French & Hugh D'Andrade
ISBN-13: 978-0-13-681604-1

Some Optional suggested textbooks:



Non-Designer's Design and Type Book
Author: Robin Williams,
Publisher: Peachpit Press,
ISBN- 10: 0133966151



Lessons in Typography

Author: Jim Krause

Publisher: Pearson,

ISBN- 13-978-0-13-399355-4

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 and Goals:

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.

Course Requirements and Subscriptions:

1. You will need to purchase and download Fontself-Maker – an extension for Illustrator and Photoshop CC to quickly turn any lettering into OpenType fonts. <https://www.fontself.com/>
2. You are required to have a subscription to www.linkedin.com. LinkedIn Learning (formerly Lynda.com) is an on-demand learning solution designed to help you gain new skills. It's Mobile-responsive for smart phones & tablets. Headphones are required for viewing/listening to online tutorials.

LinkedIn Learning is free with a Houston Public Library card.

Below is the link to get a library card. **The library card is free to anyone in Texas.** Fill out the form and they will email your library card. You can use that to get access to free Lynda.com

<https://www.linkedin.com/learning-login/go/houstonpubliclibrary>

LinkedIn learning will be used as an on-line learning module in this course, and you will be required to show proof of completion with certificates of completion.

1. [Graphic Design Foundations: Typography](#) – Due September 10, 2023

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 17, 2023

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 October 1, 2023**

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 8, 2023**

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 22, 2023**

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.*

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)**
- Black Mounting Boards (3 – 11” X 14’)
- Headphones - will be required for viewing online tutorials in the lab
- Dry Mount tissue / 8.5” X 11”
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- https://www.freestylephoto.com//332072-Drytac-Trimount-Dry-Mount-tissue-8.5x11-25-*New-Formula*?srsltid=AfmBOopvRnZuWnrkUtaNO6yQ4gz8nmA85QZxt_mclD4vUH_FCs5CpX4hL1U

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 any chapter quizzes.

Determination of Course Grade / Grading Formula

Items	Points	% Of Grade
Type Project Book 15 @ 30 pts each	450	20
5 LinkedInLearning.com videos / Certificates @ 40 pts each	200	20
Project 1: Bifold Invitation	100	15
Project 2: Font Book	200	25
Project 3: Create a Font	100	15
Class Participation / Attendance	50	5
Total	1100	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 LinkedIn learning 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

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.**

Late work will receive - 10 points at first class after due date. Afterwards a 0 will be given.

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.

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	Project 1
	Communication skills	Project 3
	Empirical & quantitative skills	
Solve typographic problems	Critical thinking skills	Project 2
	Communication skills	
	Empirical & quantitative skills	
Identify a variety of typefaces	Critical thinking skills	Project 1
	Communication skills	Project 2
	Empirical & quantitative skills	
Apply typographic practices	Critical thinking skills	Project 2
	Communication skills	Chapter 8, 9, and 10
	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/quiz/work and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

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 Coleena Jackson at 933.8535 direct line to office or email her at cjackson@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	Type Project Book Projects Lectures	Name of Assessment
1	8/29	Syllabus and Introduction to Typography	Graphic Design Foundations: Typography LinkedIn Learning Due 9/3
2	9/5	Lecture Project 1 Bifold Invitation Lecture Project 2 Font Book Design TPB – Read Pages 1-50 TFB Victorian Poster Design. Due 9/10, pg. 2	
3	9/12	Lecture – Measuring Type TPB - Art Nouveau Poster Design Due 9/17, pg.6	Foundations of Typography: Working with Grids: LinkedIn Learning Due 9/17
4	9/19	Lecture – Design Principles TPB - Pages 54-114 TPB - Country Music Poster Design Due 9/24, pg. 38	Project 1 Invitation Due 9/21
5	9/26	Begin research for Type Book Lecture – Design with Color TPB Magazine Cover Design Due 10/1, pg.56 TPB - Cookbook Cover Design Due 10/1, pg.70	Foundations of Typography: Choosing and Combining Typefaces LinkedIn Learning Due 10/1
6	10/3	Lecture – Extra Tips and Tricks TPB - Wine Label Design Due 10/8, pg. 110	Foundations of Typography: Hierarchy and Navigation LinkedIn Learning Due 10/8
7	10/10	TFB – Read Pages 118-154 Lecture – Essentials of Typography TPB - Gift or Product Guide Design Due 10/15, pg. 120	

8	10/17	Lecture – Type and Life TPB - Menu Design Due 10/22, pg. 142 TPB - Alphabet Grid Design Due 10/22, pg. 160	
9	10/24	Lecture – Project 3 Font Creation Lecture – Categories of Type TPB – Hand Lettered Type Portrait Design Due 10/29, pg. 186	Foundations of Typography: Color, Contrast & Scale LinkedIn Learning Due 10/22
10	10/31	TPB – Read Pages 158-196 Lecture – Type Contrasts TPB – Shaped Text Design Due 11/15, pg. 212	
11	11/7	TPB – Chiseled Drop Cap Design Due 11/12, pg. 224	
12	11/14	TFB – Read Pages 198-252 TPB – Add Flourish to Text Design Due 11/26, pg. 226	
13	11/21	TPB – Large Letter Postcard Design Due 11/26, pg. 234	Project 2 Font Book Due 11/28
14	11/28	TPB – Color Fonts Design Due 12/5, pg. 238	Project 3 Font Creation Due 12/5
15	12/5	All work should be complete and turned in. All Due no later than Thursday, Dec 7th	
16	12/12		

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/docs/Student_Handbook_2023-2024_v2.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.*

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 Kimberly Lachney at 409-933-8919 or klachney@com.edu. The Office of Services for Students with Disabilities is located in the 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 11. The last date to withdraw from the 16-week session is November 28. The last date to withdraw for the 2nd 8-week session is December 7.

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.