



The mission of Concord University is to provide quality, liberal arts based education, to foster scholarly and creative activities and to serve the regional community (<http://www.concord.edu/academics/>).

Course Prefix, Number and Title: ART 223 Typography

Course CRN #: 20054 Section: 01

Semester Taught (including year): Spring 2019

Credit Hours: 3hrs

Prerequisites: Grade of C or better in [ART 103](#), [ART 105](#), and [ART 106](#) or consent of instructor

Course Time (if applicable): 2pm – 315pm Tuesday and Thursday

Building and Room Number (if applicable): Fine Arts 206

Professor: Kevin Bennington, Associate Professor of Art, M.F.A

Office Location: Fine Arts 203-E

Office Hours: Monday and Wednesday: 10am-1pm
Tuesday and Thursday: 1215pm-2pm

Email: kbennington@concord.edu

Phone: 304-384-6285

Art Department Office (Secretary): 304-384-5275

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College/Department Website: [Concord University Department of Fine Arts](#)

Course Description/Rationale: The class will review and study typography techniques, styles, trends, and lettering practices. Students will create computer-based projects based solely on typography. Students will also have an opportunity to explore their own personal style. Reading, writing and research is a must.

Hardware/Software Needed (include privacy policies, if applicable): CC Adobe Suite, Microsoft Office Suite, E-mail program of choice, and Internet browsers of choice. Other programs may be used if needed throughout the course. All software is supplied in the Fine Arts Mac Lab (FA206)

Supplies:

- 8GB+ USB flash drive, or for pursuing Graphic Design Majors a 500GB+ external USB hard drive.
- Sketchpad, pencils and mars eraser
- Tracing Paper, tape, and scissors

Text requirements:

Required Book: *Typographic Design: Form and Communication 7th Edition*
Rob Carter, Ben Day, and Philip Meggs

Estimated Homework Hours: Approximately 6 to 10 hours per week

Concord University Educational Goal(S):

Knowledge:

4. Acquaintance with principles underlying languages, for example, linguistic, mathematical, and computer-language systems.

Learning Outcomes:

Students will review and practice the basics of typography, and the importance of typography in graphic design.

The student will:

- 1) become proficient in typography techniques, including lettering layout and computer graphics.
- 2) create materials for a personal campaign promoting freelance services.
- 3) identify characteristics of different typefaces.
- 4) develop a knowledge of basic letter parts.
- 5) research famous typographers and apply stylistic typography techniques in an artistic essay.

COURSE REQUIREMENTS

Grading Policy and Scale, Make-Up Policy, Late Work:

Evaluation of your work is based on how well you have performed the assigned task. Your instructor will judge your work as if you were working at an advertising agency or related commercial art business.

Projects will count for **70%** of the final grade. Quizzes, in-class assignments, and class participation will make up the remaining **30%** of the final grade. Class participation and professional conduct will also affect the final letter grade. Late projects not turned in on the designated due date will have the **grade reduced half a letter grade** for every class period not turned in. All assignments must be completed to pass the course. Students who miss quizzes or projects will be ready to take or turn in the missed assignment upon their return to the class.

No emails will be sent with grades due to FERPA Laws. All reviews and letter grades issued on assignments will be given to students during regular class time. If there is a concern of your grade, please come see me during my office hours.

Grading Scale:

A	100-91
B	90-81
C	80-71
D	70-65
F	64 or below

Course Attendance Policy:

You may miss the equivalent of one week of class (2 class periods). This does not mean, however, that you are excused from knowing about material covered in the class or information about assignments. Failure to be present for class beyond the specified time without a legitimate excuse would result in a lowering of your final grade by one half a letter grade for each unexcused absence. **Being late 4 times without a legitimate excuse will be counted as one absence.** If you are absent (or late) for a class, you shall inform your instructor on the day you return to class or when you are late (see your instructor at the end of class). Students with perfect attendance will get their lowest quiz/homework grade dropped. **If you miss 6 or more classes before midterm you will be dropped from the course.**

If you are absent more than 2 class periods in a row, I will contact student support services. They should contact you to see if assistance is needed.

Consulting with Your Instructor:

It is extremely important for you to often consult with your instructor for further instructions and information for each assignment. Never fail to ask for more information if the assignment instructions are not completely clear - this is your responsibility.

Class Participation and Work Habits:

It is necessary for you to work productively on art assignments in class for your instructor to observe and help you with ideas and techniques. Your performance in class discussion and class studio work will be evaluated and will affect your final grade. Only a professional presentation of your work will be accepted.

Special Workshops, Labs, Field Trips, Etcetera:

Due to the nature of commercial art/advertising work, we may need to meet as a class at times other than the scheduled class time, such as on Saturday or in the evenings, to work with special equipment or to go on field trips.

Suggested Reading and Observations:

It is to your advantage to be aware of excellence in design and illustration in the advertising field. You should observe outdoor advertising, POP (point of purchase) displays in department stores, ads in magazines and newspapers, illustration books and magazines, etc. In addition, you should get in the habit of reading magazines from the library such as "Communication Arts", "Art Direction", "Print", "Graphics", "Ad Week", "Advertising Age", "Air Brush Digest", and "How". Also, use your most powerful tool of the Internet. Any advertising and design material brought to class to share with the instructor and classmates will be taken into consideration for your final grade.

Methods of Instruction:

Discussion, demonstration, class and individual critiques, and studio project reviews

Methods of Assessment:

Discussions, student presentations, in-class/take-home projects, group critiques, individual consultations, quizzes, and final exam

Computer Lab Policies:

No food or drinks are allowed in the computer lab
TURN OFF CELL PHONES DURING CLASS TIME
ALL CELL PHONES SHOULD BE PUT OUT OF SIGHT

There will be no private installation of any software that is not already provided on the Mac computers.

Under no circumstances will any of the lab computers or parts of the computers leave the lab.

If any of these policies are broken student may be asked to leave class and will be counted absent that day.

Lab times and Monitor schedules will be posted within the first few weeks of class.

COURSE TIMELINE (Schedule of Assignments/Assessments/Presentations):

Class Content Covered:

Reading Assignments
Reading Discussions
Parts of Letter Review
Typefaces and Type Families
Letter Construction
Logo Types
In-depth Logo Design
Typographic History
Readability vs. Legibility Issues and Differences
Typographic Research
Collecting Fonts from Operating System

Projects: (subject to change)

A variety of assignments in Adobe InDesign and will be working in conjunction with Illustrator and Photoshop.

- 1) Personal Logo
- 2) Personal Stationery
- 3) Self-Promotional Flyer
- 4) Brochure Self-Promotional
- 5) Poster Design based upon historical typography or typographer
- 6) Comprehensive and Practical Exam

Quizzes and Homework Assignments: (subject to change)

Quizzes will be announced one class in advance.

- 1) Hand Rendering of a typeface
- 2) Advanced Typography Letter Parts from Chapter Two
- 3) 1 to 3 POP Quizzes from Reading
- 4) 3 to 5 Emailed Essays from Discussion Questions

UNIVERSITY INFORMATION

Accessibility/Accommodations:

Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.

Academic Dishonesty:

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

Concord University Honor Code:

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

"As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same."

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

Class/Online Attendance Policy:

(See Course Attendance Policy on page 2 for more specific information on this course attendance policy)
Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)

Emergency Alert System:

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

Emergency Information:

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to: <http://www.concord.edu/administration/office-public-safety>.

Inclement Weather Policy:

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

University Closure

No students or employees are to report.

Classes Cancelled

Students do NOT report BUT employees are expected to report to work at their normal time.

Operating on an Inclement Weather Delay

Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.)

**Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

Student Conduct:

In classrooms, online, laboratories, and during any activities that are part of course requirements, students are expected to observe reasonable rules of conduct.

Sexual Harassment & Assault:

Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384-5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or titleix@concord.edu. Reports to Campus Security can be made at (304-384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.

Technology Services:

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail cuhelpdesk@concord.edu.

Syllabus Disclaimer:

"This syllabus is subject to change based on the needs of the class. Please check it regularly."

More detailed information will be given with each assignment. It is your responsibility to completely read and fully understand this syllabus. If you have any questions, feel free to ask the instructor your questions during class or set an appointment.