

“Design is everything. Everything!” — Paul Rand

Class Description

Designing with type for graphic design. Readings outline the historical context of letter forms, while studio-based projects focus on practical analysis, visual and conceptual interaction of type and image, and the creative exploration of type as a formal element.

Enrollment Requirements

ART 260, ART 261, GRC 250, GRC 320, GRC 350

Course Objectives

- Identify methods of creative type design and usage
- Demonstrate type design while developing a individual typographic voice.
- Develop a working vocabulary of typographic terms.
- Become increasingly articulate in critical analysis discussions about typographic design.
- Increase awareness of professional typographic practice in graphic design.
- Demonstrate an introductory-level awareness of the uses and misuses of typography; demonstrate accompanying applied design and layout skills.
- Create computer or hybrid artwork which effectively resolves given challenges in design and visual communication.
- Show competency in basic vector drawing tools and techniques including basic keyboard commands and a demonstrated appreciation for efficient and logical file construction; gain practical introductory experience in the basic tools and techniques of raster editing.

Class Projects

Class projects will involve experimenting with type. Class projects can include but are not limited to comparing and contrasting type using opposite words to visually showcase the definitions and how the words are opposite. Design a custom type specimen using history and knowledge gained from in class lectures and critiques. Experiment and understand how type flows through a music document using rhythm and consistencies and the principles of design to create a visually strong graphic. Learn and understand how to properly flow typography (body copy) into a document while learning specific ways to handle specific information contained within showing visual hierarchy and important typographic concepts and rules. Classify and describe the anatomy of type focusing on the different typeface classifications and unique typeface anatomy learned in class.

Class Exercises

- In Class Designer Presentations from chosen well know designers in the field of graphic design.
- In-Class discussions and debates on concepts and theory of design on all projects.
- Films and documentaries on the subject of typography and graphic design.

Required Textbook

None

Optional Textbook

Typographic Design. Form and Communication 5th Edition, By Rob Carter, Ben Day and Philip Meggs.

ISBN-10: 047064821X. ISBN-13: 978-0470648216

The Complete Manual of Typography. A guide to setting perfect type, by James Felici with a forward by Frank Romano.

ISBN-10: 0321773268. ISBN-13: 978-0321773265

Required Materials:

- Sketchbook for developing design ideas and taking notes
- Access to Adobe CS6 Illustrator, Photoshop, InDesign.
- Assorted traditional art materials for drawing/creating textures such as Pencils, Pens, Markers, Ruler, ect...
- Access to a camera and means to transfer image files. Digital SLR preferred.
- Reliable storage device such as a portable Hard Drive or Flash Drive etc.
- Laptop (If Possible)

Attendance

More than three (3) unexcused absences, repeated tardiness and/or partial attendance will result in a grade reduction. After the third (3rd) missed class you will be reduced a full grade for every class missed after your third (3rd) missed class. Being late OR leaving early three (3) times will equal one (1) full absence. Inform me if you will be absent or late. An excused absence requires a doctor's note, a college or university excusal form, or a department designated event. NO EXCEPTIONS! All excused absences will be verified! We will treat this class just like a real world job. If you missed work you would get FIRED right! Don't miss class and do good work and you'll do fine.

GRADING SCALE

A = 90-100% Excellent Work of exceptional quality

- Technical/Craft: has mastered technical skills and uses them to support and enhance artistic expression.
- Visual/Creative: Images show imagination and exploration of the artist, original thinking and seeing
- Research: Insightful or unique visual solutions, novel application of techniques, evidence of systematic development and visual research. Rigorous honing of final solution.
- Time/Ambition: has set high standards for self and takes appropriate steps to attain them, participates and contributes to class discussions and understanding of materials

B = 80-89% Above average, strong work

- Technical/Craft—technically competent, file construction organized, accessible and “clean.”
- Visual/Creative—Images show evidence of effort and thought in assignments.
- Research: Evidence of and application of systematic visual research.
- Time/Ambition—puts forth effort towards growth, participates in class

C = 70-79% Average Good work

- Technical/Craft—technically adequate
- Visual/Creative—images of typical subjects with some thought
- Time/Ambition—minimal concern or effort towards growth, attends classes and labs

D = 60-69% Below average Poor Work

- Technical/Craft—technically poor
- Visual/Creative—typical subjects with little thought.
- Time/Ambition—no evidence to show concern for growth

F = 59% and below. Poor Work is incomplete or of very poor quality

- Technical/Craft—No effort to gain technical control of the medium
- Visual/Creative—goes through the motions
- Time/Ambition—regularly misses class and lab UNLV

Project and Class Points

- 5 Projects 12 points each ----- 60 Points
- 2 Exams 15 points each ----- 30 Points
- 1 Presentation 10 points each ----- 10 Points

- **TOTAL -----100 Points**

MOUNTING & Delivery

During this course you will be responsible for the careful execution of printing and mounting final compositions of your process and work. The parameters will be explained in class and should be followed exactly and without deviation unless otherwise noted in the project description.

Computing & Lab

You will be spending the majority of your work time for this course at a computer, both in and outside of class. We will utilize the applications Adobe Illustrator, Photoshop, and InDesign. Finished design projects will sometimes be turned in as a computer file, most if not all projects will be printed and mounted! You are required to maintain an archive of all class projects and exercises you have done throughout the semester. It is your responsibility to maintain your own file archive. You are responsible to take any and all appropriate precautions to assure all files needed for class are available to you until the end of the semester. There will be no extensions or incompletes granted for lost or damaged files! I strongly recommend that you make multiple copies of important work, that you save often, and have more than one location for your documents. Back up all your files! Please familiarize yourself with rules governing the use of computers and labs at UNLV. Policies are posted at <http://oit.unlv.edu/labs-classrooms/lab-rules>.

This course will require you to do design work outside of class using the Adobe Creative Cloud software. You may work on any computer you prefer in any version of the software, provided you are able to open it and print out your projects for class. If you are working in versions earlier than 6.0 remember you will need to save your class work accordingly in order to work with it on your own computer. Also, the UNLV Office of Information Technology maintains multiple open labs on campus, the schedules for the labs are available at: <http://oit.unlv.edu/labs-classrooms/labs>.

Academic Misconduct

Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the Student Academic Misconduct Policy (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Copyright

The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)

The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy

Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor within the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or within the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Transparency in Learning and Teaching

The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

Incomplete Grades

The grade of I—Incomplete—can be granted when a student has satisfactorily completed threefourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Library Resources

Students may consult with a librarian on research needs. For this class, the subject librarian is https://www.library.unlv.edu/contact/librarians_by_subject. UNLV Libraries provides resources to support students’ access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Tutoring and Coaching

The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.

Rebelmail

By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV’s official email system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. Emailing within WebCampus is acceptable.

Final Examinations

The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.

Spring 2017 Important Dates

January 16, Monday-----	Martin Luther King, Jr. Day Recess
January 17, Tuesday-----	Instruction Begins
February 20, Monday-----	Washington’s Birthday Recess
March 11, Saturday-----	Mid-Semester (end of 8th week)
April 10-15, Monday-Saturday*-----	Spring Break
May 1-6, Monday-Saturday-----	Study Week
May 6, Saturday-----	Instruction Ends
May 8-13, Monday-Saturday-----	Final Examinations
May 13, Saturday-----	Semester Ends (17 weeks)
May 13 (9:00am & 2:00pm)-----	Commencement
May 16, Tuesday by 4:00pm-----	Spring Grades Due

CALENDAR



IMPORTANT DUE DATES OR EXAMS

Calendar subject to change as needed per instructor.

Week-1

- ▶ **Tue Jan 17**
 - Introduction to class/House Keeping
 - [Introduction to Project-1](#)
- ▶ **Thur Jan 19**
 - Lecture | Class Critique | Work Day

Week-2

- ▶ **Tue Jan 24**
 - Lecture | Class Critique | Work Day
- ▶ **Thur Jan 26**
 - Lecture | Class Critique | Work Day

Week-3

- ▶ **Tue Jan 31**
 - Lecture | Class Critique | Work Day
- ▶ **Thur Feb 2**
 - Lecture | Class Critique | Work Day

Week-4

- ▶ **Tue Feb 7**
 - **Project-1 DUE Class Critique**
 - [Introduction to Project-2](#)
- ▶ **Thur Feb 9**
 - Lecture | Class Critique | Work Day

Week-5

- ▶ **Tue Feb 14**
 - Lecture | Class Critique | Work Day
- ▶ **Thur Feb 16**
 - Lecture | Class Critique | Work Day

Week-6

- ▶ **Tue Feb 21**
 - Lecture | Class Critique | Work Day
- ▶ **Thur Feb 23**
 - Lecture | Class Critique | Work Day

Week-7

- ▶ **Tue Feb 28**
 - **Project-2 DUE Class Critique**
 - [Introduction to Project-3](#)
- ▶ **Thur March 2**
 - Lecture | Class Critique | Work Day

Week 8

- ▶ **Tue March 7**
 - Lecture | Class Critique | Work Day
- ▶ **Thur March 9**
 - Lecture | Class Critique | Work Day

Week 9

- ▶ **Tue March 14**
 - **MIDTERM**

▶ **Thur March 16**

- **Project-3 DUE Class Critique**
- [Introduction to Project-4](#)

Week 10

- ▶ **Tue March 21**
 - Lecture | Class Critique | Work Day
- ▶ **Thur March 23**
 - Lecture | Class Critique | Work Day

Week-11

- ▶ **Tue March 28**
 - Lecture | Class Critique | Work Day
- ▶ **Thur March 30**
 - Lecture | Class Critique | Work Day

Week-12

- ▶ **Tue April 4**
 - Lecture | Class Critique | Work Day
- ▶ **Thur April 6**
 - **Project-4 DUE Class Critique**
 - [Introduction to Project-5](#)

Week-13

- ▶ **Tue April 11**
 - **SPRING BREAK NO CLASS**
- ▶ **Thur April 13**
 - **SPRING BREAK NO CLASS**

Week-14

- ▶ **Tue April 18**
 - Lecture | Class Critique | Work Day
- ▶ **Thur April 20**
 - Lecture | Class Critique | Work Day

Week-15

- ▶ **Tue April 25**
 - **Designer Presentation DUE**
- ▶ **Thur April 27**
 - Lecture | Class Critique | Work Day

Week-16

- ▶ **Tue May 2**
 - Lecture | Class Critique | Work Day
 - [Study Week](#)
- ▶ **Thur May 4**
 - Lecture | Class Critique | Work Day
 - [Study Week](#)

Week-17

- ▶ **Thur May 11**
 - **FINAL EXAM — 10:10 a.m. - 12:10 p.m.**