Introduction to Typography is a primer to the fundamentals of typography and typographic design including anatomy of letter forms, type families, interaction of letter forms, designing/organizing typographic space, creating clear, effective and compelling typographic communication.

**Coursework**

Coursework will consist of exercises, projects, assigned readings and written components. Class time will consist of a combination of lectures, presentations, critiques, field trips, collaborative opportunities and project work time. Expect to spend at least 6 hours per week outside of class on coursework. You are required to take notes during class critiques and presentations. This includes comments from your classmates and information and directions from me.

**Expected Course Workload** (three credit hour course, 15 weeks)

Class (5/week, 75 hours overall): lecture, presentation, discussion, collaboration, critique, idea sharing, progress reviews

Outside Studio (6/week, 90 hours overall): project/problem active research, idea development, reading/written components, planning, exploration, process, prototypes, production, and finished product(s) development

Total: 165 hours

Please note that this is an estimation of time investment. Students are evaluated on performance. To successfully complete the assigned coursework and meet the course objectives, student time investment may be more.

There will never be opportunities to print or assemble work during class. Homework must be completed prior to the beginning of class on the day it is due. All printing and mounting must be done before class begins.

We will use Canvas as an online augmentation to our class time. You will be required to use Canvas to retrieve your project briefs, post information for your classmates and to check for announcements. It is recommended you check your email and Canvas site daily.
Introduction to Typography does not emphasize teaching design software; that is, in part, the purpose of ART 221 Introduction to Design. This is why ART 221 is a prerequisite, either previously or concurrently, for ART 223. Students are strongly encouraged to attend the tutorial sessions that are run by Classroom Assistants (see below), as well as to form study groups and use online resources (such as lynda.com) to gain expertise in the programs.

It is expected that all work will be your own original creation (or creations in acknowledged collaboration) in accordance with the specifications laid out in project briefs. See the UWM Academic Misconduct Policy link below.

CLASSROOM ASSISTANT TUTORIAL SESSIONS
The Classroom Assistants for the DVC Intro Courses will be leading 1-hour tutorial sessions each week. The tutorial sessions are intended to provide technical assistance to students in the DVC Intro courses (ART 221 Intro to Design and ART 223 Intro to Typography).

The tutorial sessions will be held in ART 449, and will be one hour only. Students may drop in during that hour. When students arrive for the session, they should introduce themselves to the Classroom Assistant on duty at the soonest opportunity (be polite if the Classroom Assistant is busy with other students, but be sure they know you’re there for help). CAs will work with the students in the order in which they arrive for assistance.

The purpose of tutorial sessions is focused on technical help with the Adobe Creative Suite software (Photoshop, Illustrator, InDesign) as these applications apply to the assignments in the intro courses. They are not a substitute for doing the required assignments and tutorials, but rather augment in-class learning along with video instruction and study groups. A schedule of Tutorial Sessions will be posted once available.

LAPTOP REQUIREMENT
All students enrolled in ART 223 are required to own a laptop and specific software (see materials list for specific hardware/software requirements). You will use your laptop for all of your projects, although there will be many times when substantial hand-drawing is required.

THE CLASS COMMUNITY
You and your classmates constitute a community. It is crucial that everyone participates in the community (during critiques and discussions, for example), and supports its ecology. With that in mind, you must arrive to class on time, come prepared for the day’s activities, focus your full, undivided attention during all lectures/discussions, and TURN OFF all cell phones and hand-held electronics. You must also be willing and able to collaborate with your classmates and share your knowledge with others. While you may take notes using your laptop, you may not be engaged in any non-class activities using your laptop. You may not work on projects for other courses during class time (class time is to work on projects, exercises, discussions, etc that we are currently engaged in. Use class time wisely and efficiently).
LISTEN, PLAY & MAKE
Class time will be utilized for design process, listening, playing, making and experimenting, refining ideas, class critique, and discussion. Outside work and process will include reading and sketching, computer work, printing work in progress as well as preparing final boards, process book development, and participating in Canvas. ‘Play’ should not be disruptive to others, but may involve more than one student.

Use of social media is strictly prohibited while class is in session (i.e. updating your facebook, twitter or any other social media platform).

Water, coffee, tea, and soda in appropriate containers is allowed. Eating and snacking in class is prohibited.

Refusal to follow the classroom policies will result in the student being asked to leave the classroom and to be marked absent for that day.

ATTENDANCE
Prompt and regular attendance is very important. Attendance is considered part of your work for this studio lab class, and it will be evaluated along with your projects, class participation, etc.

You are allowed three absences in this class, with or without a doctor’s note. Every absence beyond three absences will lower your final grade.

You will lose ½ letter grade to your final grade for each absence after the allotted three. There will be no exceptions.

Absences will have a detrimental effect on your progress in class. Prolonged absenteeism may even prevent you from passing the course. If you are unavoidably absent, it is your responsibility to contact your classmates and get the information you missed. If you contact me ahead of time, I will make every effort I can to apprise you of the information you will be missing, but will not give individualized lectures or notes for absentees.

Class will begin promptly ... please do not be late! Three late arrivals, or early departures, will be counted as one full absence. If you are in class less than 60 minutes, it will be considered a full absence.

EVALUATION
Each project will receive a letter grade, and will be evaluated according to the specific objectives and parameters outlined in the project brief. All work, including work-in-progress, is due at the beginning of class (unless otherwise specified) on its published due date. Extensions are not granted unless there are extenuating circumstances that can be documented. An extension must be negotiated between the student and instructor well before the due date in question. Incomplete or late work (including preliminary work) will be downgraded accordingly.

Your final grade will be based primarily on the average of your project grades, but will also include evaluations of class participation/preparedness and attendance. Effort and intensity go a long way in this class, so be sure to participate actively and “go the extra mile” as you complete your projects. Remember that a ‘c’ represents average and adequate work and performance. Incomplete or inadequate work and performance is below a ‘c’. A’s are only given for work and performance that truly excels in all aspects of content, idea, design, clarity, follow-through, efficiency, professionalism, attitude, growth, etc.
PROJECT RE-SUBMISSION

During this course you will complete four projects. You are invited to continue to improve your projects after they have been evaluated for a grade to further prepare for the Design and Visual Communication program's entrance portfolio review. I will assist you with these improvements if you request assistance in advance.

During the course, you may resubmit one project to attempt a higher grade. Re-submissions will not be accepted if the project was not presented or completed at the final critique. If you choose to resubmit a project, you must discuss with me the revisions you intend to make (you will base these on the feedback you received on your evaluation). You must add a new section to your process book called “Re-submission” and document all your re-submission work. You must also write a new critical reflection that explains the work you have done, what you have learned, etc. Project re-submission will not necessarily ensure a higher grade. Project 4, our final project of the semester, is not open for re-submission.

DESIGN AND VISUAL COMMUNICATIONS INTENDED MAJORS

A grade of B- or better in this class is necessary to be considered to enter in the Design and Visual Communication program. Achieving the B- prerequisite for the DVC program DOES NOT ENSURE your acceptance into the DVC program at UWM. There are many ways to raise your grade to a B-. These include professionalism, organized process books, good quiz scores, well written research paper, class participation, and exceeding project deliverables. These are important strengths to have for consideration in the program, and essential to acceptance, but they do not guarantee a strong portfolio of work. The DVC program selection committee retains the right to assess each portfolio.

PROJECT EVALUATION CRITERIA

Project evaluation comprises the following areas of criteria totaling 100% of each assignment’s grade. You are evaluated using the criteria specified in this document. This allows the ability to clearly and accurately pinpoint the strengths and weaknesses of your performance. The criteria are divided into three major categories: process, realization, and professionalism. These categories are defined as follows:

Process 40%

Research
Are the research methods effectively chosen and implemented to arrive at successful solutions to design problems? Do they cover all aspects of the problem, including, but not limited to, historical background and functional concerns?

Concept
Are concepts inventive and appropriate, and do they satisfy the objectives of a stated visual problem?

Motivation
Did the student stay on task and motivated throughout the entire process?
Do required reading and writing assignments take the form of problem statements, research, and journal entries?

**Communication**
Does the problem solution present a clear message, and is this message appropriate for the audience?

**Organization**
Axe all syntactic concerns such as form, composition, choreography of media, and hierarchy of data, well articulated?

**Realization 40%**

**Craft**
Does the project reflect the appropriate use of tools and materials, and is it presented in a professional manner?

**Synthesis of Critical Feedback**
Did the student engage in synthesizing critical feedback and personal assessment into refined work?

**Visual Articulation**
When required, did the student clearly and accurately represent the data visually in a manner that was convincing and professional? Was the audience effectively considered in the choice of visual language used to deliver the data?

**Color**
Does the application of color support the message and satisfy aesthetic concerns? Does the use of color show evidence of an understanding of color theory?

**Drawing**
Does the drawing exhibit technical and conceptual development?

**Typography**
Is typography effective in terms of structure, legibility, readability, expression and function?

**Kinetic**
Does the visual solution provide a kinetic quality that holds the attention of viewers and readers?

**Professionalism 20%**

**Attendance**
Was the student punctual, and exhibit a responsible attitude?

**Deadlines**
Was the process work prepared and were projects turned in on time?

**Verbal Articulation**
Was the student able to critically address his/her work clearly, concisely, and accurately? When required, did the student clearly, concisely, and accurately verbally articulate pertinent data in a convincing and
professional manner? Was the audience effectively considered in the choice of language used to deliver the data?

Written Articulation
When required, did the student clearly, concisely, and accurately articulate in written form pertinent data in a convincing and professional manner? Was the audience effectively considered in the choice of language used to deliver the data?

Participation
Did the student actively contribute to critiques and topic discussions on a regular basis?

GRADING CRITERIA
Grade A: Outstanding Student Work
- Demonstrates leadership abilities in the following areas: process, realization, and professionalism
- Demonstrates mastery of design process
- Exceeds required number of solutions for stated problem continually
- Exhibits outstanding technical and conceptual abilities consistently
- Respects, yet creatively challenges and pushes the boundaries, of all assignments consistently
- Engages in classroom discourse by thinking beyond the parameters of the assignment
- Takes initiative continually
- Maintains perfect or near perfect attendance
- Exceeds course goals and objectives continually

Grade B: Above Average Student Work
- Engages in the design process
- Exceeds the required number of solutions for a stated problem
- Exceeds the requirements of assignments both technically and conceptually
- Engages in classroom discourse by thinking beyond the parameters of the assignment
- Takes initiative
- Maintains perfect or near perfect attendance
- Exceeds course goals and objectives

Grade C: Average Student Work
- Engages in the design process
- Produces the required number of solutions for a stated problem
- Meets the requirements of assignments both technically and conceptually
- Participates in classroom discourse (critique: verbal and written articulation)
- Meets attendance requirements
- Meets course goals and objectives

Grade D: Below Average Student Work
- Shows no particular level of commitment
- Does not follow the design process
Produce less than the required number of solutions for a stated problem
Lacks enthusiasm
Mayor may not meet the requirements of assignments both technically and conceptually
Rarely participates in classroom discourse (critique: verbal and written articulation)
Mayor may not meet attendance requirements
Does not meet all course goals and objectives

**Grade F: Unsatisfactory Student Work**
Shows no level of commitment
Does not follow the design process nor demonstrate an understanding of its application
Does not produce the required number of solutions
Lacks enthusiasm, motivation and an ability to work independently
Does not meet the requirements of assignments both technically and conceptually
Does not participate in classroom discourse (critique: verbal and written articulation)
Does not meet attendance requirements
Lacks initiative in taking responsibility for their education
Does not meet all course goals and objectives

**WRITING**
The ability to write and speak about your work to clients and colleagues is crucial to effective design practice. Your skill level in this area will have a large impact on where you can work and how far you can go in professional practice. Verbal and written articulation will be evaluated with each project, thus impacting your overall grade for the class. It is strongly recommended that you utilize the UWM Writing Center for assistance if you need in-depth assistance with writing.

**TAKING NOTES**
You are required to take notes during class on lectures, discussions and critiques, and the course readings. These notes will help you refine your work, strengthen your ideas and understand the course material, as well as study for exams.

**COURSE READINGS**
You are required to take notes on your assigned readings. At times, you will be required to post your notes to Canvas. If you take notes by hand, you must scan them and attach them as a PDF file (combine separate scans into one PDF for multiple pages of notes). If you type your notes, attach them as a text document. The notes you post must be notes you take yourself. Posting the notes of another student is against academic policy and can result in serious disciplinary measures.
DELIVERABLES
You must hand in your completed projects as follows:
Process book and final work must be contained in one envelope that will fully protect them both, without being too tight or loose. All projects must also be uploaded as PDFs to the appropriate assignment in Canvas by the due date.

REQUIRED BOOKS AND READINGS
Thinking with Type
2nd Ed., Ellen Lupton
ISBN: 978-1-56898-969-3
More required and recommended readings will be available via Canvas.

REQUIRED MATERIALS
Technical pens, illustration markers in permanent black
Drawing pencils: 2H, HB, 2B
White vinyl eraser
Tracing paper pad size 8.5 x 11”
X-acto knife and blades for cutting prints
Utility knife for cutting board and foam core
Cutting surface at least 12 x 18”
18” cork backed steel ruler
Triangle at least 8” on its smallest side
Cropping L’s
Spiral sketchbook of good quality drawing paper
3M Super 77 Multipurpose Adhesive (use spray mount only in vent hoods or outdoors, NEVER in hallways or classrooms)
OR USE Grafix Double Tack mounting film (you do not need both spray and dry adhesive; use either/or)
Rubber cement pick-up (works to clean-up spray adhesives)
Notebook (8.5”x 11” 3-hole-punched perforated, not spiral)
Sturdy portfolio to safely transport and turn in projects
Digital storage media (8GB minimum flash drive)
3-hole punch
Black, gray and/or white museum/mat board for project mounting
3-hole flat paper binders, or ½” 3-ring binders for process books
Tabbed dividers for process books (write-on or sticker tabs, NOT paper insert tabs)
Hardware / software / storage

UWM Laptop requirement, for specifications please see:
https://uwm.edu/design-spotlight/resources/

Adobe Creative Cloud
Adobe Font Folio Education Essentials

FINAL EXAM TIME
The final critique will be held during the official University final exam time schedule:

Tuesday, December 17, 2019, 7:30 - 9:30 am
UNIVERSITY POLICIES
Please see supplemental PDF document on the course Canvas site with live links to www.uwm.edu/Dept/SecU/SyllabusLinks.pdf

HEALTH INSURANCE
It is strongly recommended that all students have health insurance that includes emergency room and hospitalization coverage. The UWM Student Association offers a Student Health Insurance Plan http://www4.uwm.edu/studentorg/sa/executive/student_health_insurance.cfm which covers most major medical illnesses or injuries. The University does not provide blanket medical coverage to students. Students are strongly encouraged to secure their own health insurance, either through their parents, the Student Health Insurance Plan or some other program.

WHAT IS COPYRIGHT?
Copyright is a form of protection provided by the laws of the United States (title 17, U.S. Code) to the authors of “original works of authorship,” including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works. Section 106 of the 1976 Copyright Act generally gives the owner of copyright the exclusive right to do and to authorize others to use their materials. You must get permission to use copyrighted original works of authorship if you plan to make your project available to the public in any way. For more on gaining permission see: http://www4.uwm.edu/ltc/copyright/getting-permission.cfm

STUDENTS WITH DISABILITIES
Any accommodations must be made through the Accessibility Resource Center. For additional information please go to: https://uwm.edu/arc/

RELIGIOUS OBSERVANCES
Accommodations for absences due to religious observance should be noted. http://www4.uwm.edu/secu/docs/other/S1.5.htm

STUDENTS CALLED TO ACTIVE MILITARY DUTY
Accommodations for absences due to call-up of reserves to active military duty should be noted.
www4.uwm.edu/current_students/military_call_up.cfm

DISCRIMINATORY CONDUCT (such as sexual harassment)
Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff. http://www4.uwm.edu/secu/docs/other/S47.pdf

ACADEMIC MISCONDUCT (cheating and plagiarism)
Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University.
www4.uwm.edu/acad_aff/policy/academicmisconduct.cfm
INCOMPLETES
A notation of “incomplete” may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student’s control, has been unable to take or complete the final examination or to complete some limited amount of term work.
www4.uwm.edu/secu/docs/other/S31.pdf

COMPLAINT PROCEDURES
If a complaint cannot be resolved between instructor and student, the student may direct complaints to the head of the department. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy.
http://www4.uwm.edu/secu/docs/other/S49.7.htm

GRADE APPEAL PROCEDURES.
A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures of Peck School of the Arts. These procedures are available in writing from the Art and Design department chairperson or Associate Dean of Peck School of the Arts.
www4.uwm.edu/secu/docs/other/S28.htm
I have received and have read through the course syllabus. I have asked for clarification about sections that were unclear. I understand the syllabus and agree to meet the standards, directions, and expectations outlined in it.

STUDENT SIGNATURE

PRINT STUDENT NAME

DATE