GEORGE MASON UNIVERSITY
DEPARTMENT OF ART AND VISUAL TECHNOLOGY

Course Syllabus

CLASS	Typography: AVT215-B02
INSTRUCTOR	Greg Eckler Office Hours: By Appointment Tuesday/Thursday Class meeting days and time: T/Th 4:30 p.m.–8:00 p.m.
LOCATION	Art and Design Building 1020
PREREQUISITE	AVT104 & 180 — or permission of instructor

COURSE DESCRIPTION

Introduction to history and use of type. Reading and projects develop awareness of type as a linguistic and visual communication tool. Introduces typographic design elements, including color, hierarchy, integration with imagery, structure, and content.

This class fulfills a General Education Core requirement for Arts. Core requirements help ensure that students become acquainted with the broad range of intellectual domains that contribute to a liberal education. By experiencing the subject matter and ways of knowing in a variety of fields, students will be better able to synthesize new knowledge, respond to fresh challenges, and meet the demands of a complex world.

Courses aim to achieve a majority of the following learning outcomes: students will be able to identify and analyze the formal elements of a particular art form using vocabulary appropriate to that form; demonstrate an understanding of the relationship between artistic technique and the expression of a work's underlying concept; analyze cultural productions using standards appropriate to the form and cultural context; analyze and interpret material or performance culture in its social, historical, and personal contexts; and engage in the artistic process, including conception, creation, and ongoing critical analysis.

OBJECTIVES

• Recognize the importance of proper use of typography in visual communication

• Understand the anatomy and evolution of the Roman letterform

• Understand the history of printing and its contribution to graphic design

• Develop essential craft, critique and presentation skills

• Learn basic skills in professional layout programs such as Adobe InDesign

REQUIRED MATERIALS

Textbook
Lupton, Ellen. *Thinking with Type, 2nd Revised and Expanded Edition,* Princeton Architectural Press, New York. 2010. (ISBN 1568989695)

Materials
Removable media for storage and archiving work such as a flash drive, portable hard drive, or Dropbox account; paper and pens/pencils for notes and sketching; **SKETCHBOOK**; mounting board; paper adhesive such as Spray Mount or Studio Tac; Xacto knife with sharp blades; Cork-backed ruler; Self healing mat or access to cutting surface; (other materials to be determined throughout the quarter for specific assignments).

Performance Requirements, Critiques, and Class ParticipationEvaluation

Due to the dynamics of the course your attendance, participation and punctuality are critical to your successful completion of the class. You must be on time—and prepared—with no exceptions. Not being properly prepared with required assignments is considered an absence from the class. Final projects are due at the beginning of class. Projects turned after the start of class are automatically reduced 1/2 letter grade. Late projects will be docked 1 letter grade per day. If compelled to miss a class, you must email/ask me with an acceptable explanation within 12 hours to be excused. If absent, you are responsible for materials covered in class. Please "buddy-up" with a classmate for this information. Two unexcused absences will gravely effect successful completion of the course. Excessive tardiness will also affect your final grade (3 unexcused late arrivals equals an unexcused absence). Personal communication devices must be turned to "silent mode" and put away.

Final critiques may last one or two class periods. Be prepared to participate in the entire final critique. Individual and group critiques will be held at each stage of a project. Students who fail to have adequate work to present will lose a valuable opportunity to learn, which will also directly affect their grades. Students must be prepared for class to be counted as present, i.e. having all necessary supplies and computer files, and sketchbook with you. Please participate in discussions, offer considered criticism, and challenge my opinion.

Grading Scale (Overview of Grading Stadards)

Project requirements will differ. Grading on each project will be out of 100. These are the criteria that you will be graded upon:

• Deadlines

• Process & Sketches

• Class Participation/Critique

• Specs

• Concept

• Execution

The final semester grade is determined by:

• Projects (70%)

• Software mastery (10%)

• Class participation (10%)

• Attendance and professionalism (10%)

A non-returnable DVD(s) of all final projects must be turned in at the final class. Creative presentation of the DVD (i.e., case, labeling, layout & design) and menu screen will be part of the grade.

All projects should be labeled with the following naming convention. First Initial Last Name - AVT180 - Project#. (i.e. FLastname-AVT180-Project1).

Grading Scale (Overview of Grading Stadards)

A. Superior execution; maximum originality; excellent concentration and initiative; cooperative with peers; excellent judgment; superior attitude and dedication; highly imaginative, original, and experimental; very consistent in work ethic; significant improvement. "A" work is not merely competent, but daring!

B. Strong execution and originality; adequate concentration and initiative; cooperative with peers; good attitude, dedication, and judgment; imaginative and experimental; consistent in work ethic; noticeable improvement.

C. Average execution, concentration, organization, and attitude; some imagination and originality; lacks some consistency in work ethic; some improvement.

D. Poor execution and improvement; limited originality; little concentration and organization; poor judgment; evades responsibility and cooperation; lacks work ethic, concentration, organization

F. Fails to execute to minimum standards, insignificant improvement; no originality; minimum concentration and organization; evades responsibility and cooperation; no work ethic.

Course Outline

Class 1 (06/04):
Lecture: Letterform Terminology

Project 1: typography journal *(ongoing).*
Over the course of the semester, collect samples of typography. You may sketch, photograph, cut items from magazines, find scraps of paper on the street, or cut out bits of packaging. Create a two-inch-square sample of each specimen that you find. (Making a viewfinder will help you frame your samples nicely as well as cut them out without measuring.) Arrange your specimens in a simple grid (2 columns, 4 rows, all cells touching.) Complete 8 entries by end of the term.

Due next week: at least one diary entry; complete letterform drawings if necessary. *Reading (for next week): "Letter," from Thinking with Type*

Class 2 (06/06):
Lecture: History of Typography/Typeface Terminology

Project 2: Alphanatomy
(Begin sketching during class; complete design due next week). For Alphanatomy you will be creating your own alphabet on a very basic structure by designing letters on a grid of squares or a grid of dots. Substitute the curves and diagonals of traditional letterforms with gridded and rectilinear elements. You can make either an all UPPERCASE alphabet or an all lowercase one, you do not need to create both unless you really want to.Give your typeface a name.

Class 3 (06/11):
Critique: Alphanatomy. Final design due next class.

Class 4 (06/13):
Project 3: Word Expression
two words from the list provided. Create a composition for each word that expresses the meaning of the word. (See details on project sheet.) Begin work in class.

Class 5 (06/18):
Critique: Word Expression, Project due next class.

Class 6 (06/20):
Project 4: Identity
Choose one of your words and make it into the identity of a business or organization (café, theater, store). Apply your identity to an object (t-shirt, mug, building, van). Represent your object within a 6-inch square.

Reading (for next week): "Text," from Thinking With Type

Class 7 (06/25):
Critique: Identity, Project due next class.

Class 8 (06/27):
Identity project due.

Class 9 (07/02):
Class Project: Text Expression
Within a 6" x 6" square, compose the text in a manner that expresses its meaning. Use 9 pt. Adobe Garamond only. Use variations in alignment, leading, line length, orientation, and spacing. Avoid variations in weight, style, or size. (See details on project sheet.)

Class 10 (07/04):
No Class *(Independence Day).*

Class 11 (07/09):
Class Project: Paragraph
Working alone or in teams of two, devise many different ways to break the text provided into paragraphs. Work in InDesign. *Be creative! Win valuable prizes!*

Reading (for next week): "Grid," from Thinking w/Type

Class 12 (07/11):
Class Project: Grids
Working alone or in teams of two, arrange the text provided on a grid. Page size is 8" x 8". Create three variations. (See project sheet for details.)

Class 13 (07/16):
Project 7: Type Specimen
All students will design and produce a type specimem poster, brochure, mailer, etc. for a typeface family of your choice.

Class 14 (07/18) & Class 15 (07/23):
Critique: Type Specimen

Class 16 (07/25):
Final Critique, bring in your finish Type Specimens.

All work must also be saved in PDF format to CD/DVD and turned in on the last day of class. Please save all PDFs with the following naming convention: FirstInitialLastname -- AVT215 - ProjectNumber. (ex. GEckler–AVT215–Project3.pdf).

University and
School of Art Policies

In accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

Commitment to Diversity

This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

Statement on Ethics in Teaching and Practicing Art and Design

As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

Open Studio Hours

SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

ArtBus

The dates for Spring 2013 ArtsBus trips are:
February 23, 2013
March 23, 2013
April 20, 2013

For AVT degree requirement - students must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment.

If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300. Please go to the ArtsBus website: http://artsbus.gmu.edu "Student Information" for additional, very important information regarding ArtsBus policy.

Non-AVT majors taking art classes do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

Students with Disabilities and Learning Differences

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

Official Communications via GMU email

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

Attendance Policies

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

Honor Code

Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously.

No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is plagiarism, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, A Writer's Reference.) The exception to this rule is information termed general knowledge—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, "When in doubt, cite."

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

Writing Center

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis.