

# SYLLABUS

Email: jude.landry@unt.edu  
Office: Art Bldg. 239C  
Twitter: @judelandry

Insta: @judelandryprintco  
Office Hours: M & W  
12:00 - 2:00 pm

## COURSE DESCRIPTION

This course meets Monday, Wednesday, and Friday from 8:00AM-9:50AM in room 234 in the Art Building. Teaches students about typography's formal, plastic qualities. Topics covered will include : typographic anatomy and vocabulary, character manipulation, typographic semiotics and the relationship existing between type and color. Participation in the mid-point review is required to pass the course. *Corequisite(s): ADES 2515. Students must participate in the Sophomore Portfolio Review in December in order to continue as a Communication Design major.*

## COURSE OBJECTIVES

1. Define and demonstrate a mastery of type, typefaces, parts of the characters, appropriate type selection, typographic measurement systems, leading, posture, weight, size, kerning, word spacing, alignment, line length, type rendering, visual hierarchy, typographic manipulation, communication with type, type identification, & typographic awareness.
2. Demonstrate a mastery of the design process: concept, thumbnails, pencil roughs or sketches, tight pencil comprehensives (comps), and computer generated comprehensives.
3. Demonstrate a mastery of the elements and principles of design: composition, balance, contrast, repetition, movement, dominance, & tension.
4. Demonstrate a mastery of the principles of Gestalt: figure/ground (form/counterform), unity, repetition, similarity, closure, continuity, proximity.

## REQUIRED BOOKS

*Thinking With Type: A Critical Guide for Designers, Writers, Editors & Students* by Ellen Lupton  
*Lettering & Type* by Bruce Willen & Nolen Strals

## REQUIRED MATERIALS

See attached document for supply list available at Asel Art Supply.

## FINAL EXAM

The Final Exam will be on Monday, Dec. 12 at 8:00 am in our classroom.

## COURSE STRUCTURE

This class is primarily structured around assigned studio problems. Students and instructor will divide their time between lecture, demonstration and small amounts of in-class work. Students will primarily be required to complete work outside of class for the duration of the semester. Students should plan to spend two to three hours working outside of class for every hour spent working in class. Students must participate in the Sophomore Portfolio Review in December in order to continue as a Comm Design major.

## GRADING POLICY

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance. For each assignment, you will receive an assignment sheet with details such as the schedule, objectives, and number of points the project is worth. Your final grade will be a percentage based on the number of points you earned divided by the total number of possible points. There will not be any extra credit opportunities.

You will be graded on the following criteria:

**PROFESSIONALISM (15 PTS):** Includes Attendance, Preparedness, and Preparation

**PROCESS (20 PTS):** Correct quantity and quality of research, thumbnails, and comps for critiques

**CONCEPT (15 PTS):** Creativity and thoughtfulness about a project. Appropriate and exciting idea about how to solve the problem.

**Design (35 PTS):** Overall quality of typography and imagery

**Craft (15 PTS):** includes printing and presentation quantity

## ASSIGNMENTS

Monogram (100 pts)

Type Marriage (100 pts)

Evocative Typography (100 pts)

Experimental Typography (100 pts)

Typographic Poster (100 pts)

Typography Test (100 pts)

## RISK FACTOR

*Risk Factor: 2.* In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives, fumes, and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.

## EMERGENCIES

In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.

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## **DISABILITIES ACCOMMODATION** See *UNT Policy 18.1.14*

The College of Visual Arts & Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course. If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline. Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at [www.unt.edu/oda](http://www.unt.edu/oda), and by visiting the ODA in Sage Hall, room 167. You also may call the ODA at 940.565.4323.

## **ATTENDANCE POLICY** See *UNT Policy 15.2.5*

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You'll be considered late if you arrive after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present by leaving a note with your name, date and time of arrival with the instructor. If not received, you will be marked as absent. You will receive two (2) free tardies. After the first two tardies, every four (4) tardies will equal one (1) unexcused absence. Only three (3) unexcused absences will be accepted. The fourth unexcused absence will lower your final semester grade by one letter grade. The fifth unexcused absence will lower your grade by two letter grades, and so on. A total of seven (7) absences, excused or unexcused, will result in you receiving a failing grade (F) for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationary with a date and phone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If you are more than thirty minutes late, it will be counted as an unexcused absence.

If you are absent, you are responsible for contacting a class member in order to get information or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone

in the main or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

## **ELECTRONIC DEVICES**

Cell phones should be turned off when class begins. Laptops will only be opened for in class work. No Facebook, YouTube, Emailing, or text messaging will be allowed. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

## **PLAGIARISM**

Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitutes plagiarism. Plagiarism will result in the either a zero for the project or an (F) for the entire course. Disciplinary probation, suspension from the university, or permanent expulsion are all possibilities. I will follow University Policies in the event of suspected plagiarism.

## **RIGHTS & RESPONSIBILITIES**

Each University of North Texas student is entitled to certain rights associated with higher education institutions. See [www.unt.edu/csrr](http://www.unt.edu/csrr) for further information.

## **FINANCIAL AID**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit <http://financialaid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

# SYLLABUS

JUDE LANDRY

[judelandry.com](http://judelandry.com)

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**ACADEMIC INTEGRITY** *See UNT Policy 18.1.16.*

Academic integrity emanates from a culture that embraces the core values of trust and honesty necessary for full learning to occur. As a student-centered public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship.

**CHANGES**

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.

**STUDENT WORK**

I will be requesting digital copies of all your work done in this course at the end of the semester. You are the owner of the work you create in my course. UNT, CVAD, and the Department of Design may use, copy, reproduce, publish, distribute or display your work created during this course, along with your name, for the purposes of promotion.

**UNIVERSITY OF NORTH TEXAS**  
**ADES 1510 - TYPE I**  
**FALL 2016**

			<u>Retail</u>
<b>Bagged Items:</b>			
1	53368	8" Adult Scissors	A&W 39109 3.89
1	80037	French Curve Set of 3	ALV FC33 9.25
1	69965	Linen Tester	ALV S387 18.75
1	51664	Circle Template	CHT 1204I 13.25
1	51730	Isometric Ellipse Template	CHT 1264I 14.40
1	42514	Cutting Mat 9x12	DAH 10690 11.99
1	61291	Rubber Cement pick Up	DBL DBL-6 2.10
1	65570	#1 Knife w/ Safety Cap	EXE 16001 3.60
1	65575	#11 Blade - 100pk	EXE 22611 30.65
1	21894	Kimberly Drawing Pencil HB	GEN 525-HB 0.99
1	30945	Kimberly Drawing Pencil 2H	GEN 525-2H 0.99
1	55975	Kimberly Drawing Pencil 4H	GEN 525-4H 0.99
1	6768	Kimberly Drawing Pencil 6H	GEN 525-6H 0.99
1	55486	Double Hole Metal Pencil Sharpener	KUM 410 2.50
1	42180	Clear Adjustable 10" Inking Triangle	PAC 2010G 28.50
1	42208	Small Dusting Brush	PAC BR-110 3.35
1	13185	Mechanical .5mm Pencil	PEN A125A 2.59
1	15602	Pencil .5mm-2H Lead	PEN C505-2H 1.19
1	1247	Mesh Zippered 12x16 Bag	RWD MB1216 5.79
1	21775	Large Pink Pearl Eraser	SAN 70521 0.91
1	22713	Large Kneaded Eraser	SAN 70532 1.87
1	3977	Magic Rub Eraser	SAN 70549 1.22
1	23064	Schaedler 12" Double Pack Ruler Set	SCH 46-DP 37.98
1	24516	Bienfang 9x12-100 Sht Tracing Pad	SPD 240-221 15.52
1	25534	Bienfang 9x12-50 Sht Graphics 360 Pad	SPD 316-121 14.06
1	68339	White Plastic Eraser	STD 52650 1.60
1	73821	1" Masking Tape	3M 2600-24A 2.79
<b>Loose Items:</b>			
1	23059	Stainless Steel 24" T-Square	PAC SSTQ-24 22.95
1	23061	Bestine 4 Oz Thinner	UNI 238 3.95
1	70227	One Coat 8 Oz Brush-In-Can Rubber Cement	UNI 439 <u>8.95</u>
			Sub-Total 267.56
			Tax 22.07
			<b>GRAND TOTAL 289.63</b>

**Student Price: \$198.00**

(price includes tax)

**A 32% Savings to You!**

**You Save \$91.63**

**Optional**

1	2849	Metal Edge 20x26 Drawing Board	ALV LB116 38.00
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**KITS AVAILABLE AT THE NEW DENTON LOCATION:**

**Asel Art Supply**

Carriage Square Shopping Center

1053 Avenue C

Denton

M-F 9:00 - 6:00 Sat 9:00 - 5:00 Sun 1:00 - 5:00

[aselart.com](http://aselart.com)