

AVT 215 TYPOGRAPHY

SPRING 2015

Tuesdays/Thursdays
002 1:30–4:10pm
AB1020

Don Starr

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Office hours by appointment

Tuesdays/Thursdays
AB 2007

Graduate Teaching Assistant:

Paul Petzrick

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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.

Arts goal: 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.

PREREQUISITES

AVT 104: Studio Fundamentals I and AVT 180: New Media in the Creative Arts
—or permission of instructor with portfolio review.

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. Fulfills general education requirement in arts.

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 layout skills in InDesign

CONTENT

AVT 215 is not a graphic software training class—students must demonstrate proficient skills in Adobe Creative Suite programs Illustrator and Photoshop by completing the AVT 180 prerequisite or passing a software test. Through lecture, studio and computer lab time, students will learn typographic principles using hand rendering as well as software on the Macintosh platform. Students will develop a series of projects from rough schematics to final presentation for their portfolio. Students will be expected to research and utilize external graphic vendors and professionals, and are strongly encouraged to join professional design organizations such as AIGA and the Graphic Artist Guild.

TEXTBOOKS & MATERIALS

- **Thinking with Type, 2nd Ed.** by Ellen Lupton
- **Complete Manual of Typography, 2nd Ed.** by James Felici (recommended)
- **Elements of Typographic Style, any edition,** by Robert Bringhurst (recommended)
- Sheaffer® Calligraphy Pen with a B (broad) nib, with black or blue cartridges
- ITOYA notebook(s) to hold 48 sketches (24 pages)"9 x 12" or "11 x 14" suggested
- Tracing paper roll, flash memory or cloud storage access, various papers and markers
- Other project-dependent materials that will vary per concept
- Super-Black "15 x 20" single-ply mounting boards (**not Foam Core!**)
- Spray mount, roll of tracing paper, black or white mounting tape, cutting pad, Xacto™ knives and blades, self-healing cutting mat (all for home use)

PERFORMANCE REQUIREMENTS

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. Projects turned in beyond the due date will not be accepted.

If compelled to miss a class, you must contact the Teaching Assistant via email with a reasonable explanation **within 12 hours**. **There are no excused absences.** If absent, you are responsible for materials covered in class. Please “buddy-up” with a classmate for this information.

Please note: FOUR OR MORE absences from class will result in an automatic failing grade for the semester. Tardiness will also affect your final grade—three late arrivals equals an absence.

All SoA Lab policies must be followed including **no food & drink in the lab**—please finish any snacks or meals prior entering the lab. Beverages may be left at the front table as you enter the lab.

EVALUATION

All final projects will be graded by the following criteria: **concept development, execution and presentation.** Concept—developed through schematic thumbnail sketches and computer roughs—has the same weight as execution. Proper presentation on required materials also has equal weight as the first two. Final semester grade is determined by final project grade (50%), assignments (20%), quizzes (10%) & class participation (10%). There will be a written final exam worth 10% of your grade as well as a digital portfolio of the each student's work due on the final exam date.

Semester schedule is available online at: thestarr.com/teaching/avt215/index.html

UNIVERSITY AND AVT DEPARTMENT 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

ETHICS STATEMENT IN TEACHING & PRACTICING ART/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, 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.

ARTSBUS

Each SoA major must have up to 5 AVT 300/Artsbus credits before graduation. **For credit to appear on your transcript you 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: artsbus.gmu.edu "Student Information" for additional, very important information regarding ArtsBus policy. ¶Non-AVT majors taking art classes do not need Artsbus credit for graduation 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.

ArtsBus Dates for Spring 2015: February 21 | March 21 | April 11

VISUAL VOICES LECTURE SERIES

Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20–9:00 p.m. in Harris Theater.

January 22, 2015 Grad Students/Loading Content
January 29, 2015 Ray Nichols & Jill Cypher/A colored letter at the bottom...
February 5, 2015 Klaus Ottmann/Art and Contemplation
February 26, 2015 Jame Anderson/I make things
March 5, 2015 Steve Badanes & Linda Beaumont/Jersey Devils
March 26, 2015* Anil Revri /Evoking Memories

*Anil Revri's lecture will be held in Johnson Center Cinema/lower level at 7:30 p.m.

IMPORTANT DEADLINES

Last day to add classes or drop without financial penalty: January 27

Last day to drop classes with 33% penalty: February 10

Last day to drop classes with 67% penalty: February 20

Last day to file graduation intent: February 20

Selective withdrawal: February 23–March 27

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until the last day of classes) must be made by the student in the SOA office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed), LATE ADD fee will apply. Requests for non-selective withdrawals and retroactive adds (adds after the last

day of classes) must be approved by the academic dean of the college in which the student's major is located. For AVT majors, that is the CVPA Office of Academic Affairs, Performing Arts Building A407.

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 E-MAIL

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.

THE COLLABORATIVE LEARNING HUB

Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit ittraining.gmu.edu to see the schedule of workshops and to sign up.