CATALOG 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.
Prerequisite: AVT 104 and AVT 180, or permission of instructor, or admittance into the Graphic Design Undergraduate Certificate. Prerequisite enforced by registration system.

OBJECTIVES
Recognize the importance of proper use of typography in visual communication. Understand the anatomy and evolution of the Roman letter form. Understand the history of printing and its contribution to graphic design. Develop essential craft, critique, presentation, and professional skills. Learn basic layout skills in InDesign.

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

www.petzrick.com/215—The course website will be regularly updated throughout the semester with important reminders, project-specific content, resources, and schedule changes (if required). Digital copies of this syllabus and project/assignment sheets will be available online. Students are expected to utilize the course website to stay up-to-date on all course-related content.

GRADING POLICY
All final projects will be graded by the following criteria: concept, execution, and presentation/craft (each has equal grade weight). Concept grades will be based on originality, creativity, appropriateness/effectiveness of the design solution, and visual impact. Quality of digital execution and analog craft are equally important. Development and process (schematic thumbnail sketches, computer roughs, etc.) will also be graded.

The final semester grade is determined by the final project grades (50%), assignments (20%), quizzes (10%), final exam (10%) and class participation/professionalism (10%). Missing incremental deadlines (such as print-outs for small group critiques) or turning in sloppy/incomplete work during the semester will reduce your final grade.

Students are also required to turn in a non-returnable CD or DVD with all project files at the end of the semester. The disc must include packaged InDesign files and PDFs (no crop marks or bleed). You must also include a copy of your project file exported in the InDesign Markup Language (IDML). Failure to submit a disc, or not following the above instructions, will result in a reduced grade.
CORE REQUIREMENT
This class fulfills a Mason Core requirement for Arts. Mason courses in the film making, visual and performing arts stress generative, inquiry based learning through direct aesthetic and creative experience in the studio environment. Art history courses address the intrinsic relationship of personal and cultural creativity, and the manifestation of aesthetics, visual culture and visual narrative within historical contexts.

Learning Outcomes: Students who successfully complete a course in the Arts category must meet the first learning outcome and a minimum of 2 of the remaining 4 learning outcomes:

1. Demonstrate an understanding of the relationship between artistic process, and a work’s underlying concept, and where appropriate, contexts associated with the work.

2. Identify and analyze the formal elements of a particular art form using vocabulary and critique appropriate to that form.

3. Analyze cultural productions using standards appropriate to the form, as well as the works cultural significance and context.

4. Analyze and interpret the content of material or performance culture through its social, historical, and personal contexts.

5. Engage in generative artistic processes, including conception, creation, & ongoing critical analysis.

CLASS POLICY
Your attendance, participation, and professionalism are critical to successful completion of the class. You must be on time and prepared—no exceptions. Studios are dynamic, educational environments and provide resources and learning opportunities that cannot be made up by other means.

◆ Students are required to attend all classes, arrive on time, and stay for the duration.

◆ Students who leave before class dismissal will be marked absent (unless excused).

◆ Students who do not arrive on time (the listed class start time) will be marked tardy.

◆ 30 minutes late or more will be marked absent. Three tardies equals one absence.

◆ Four or more absences will result in an automatic failing grade for the semester.

◆ If compelled to miss a class, you must contact the Teaching Assistant via e-mail with a reasonable explanation within 12 hours. There are no excused absences.

◆ If you do miss a class, you are responsible for obtaining the material covered that day. Please buddy-up with a classmate for this information.

◆ Failure to turn in projects will result in a failing grade. Projects are due at the beginning of class. Projects turned in late are automatically reduced a ½ letter grade.

◆ All lab policies must be followed including no food & drink in the lab—please finish snacks/meals prior to class. Beverages must be kept away from the computers.

TEXTBOOKS
◆ Lupton, Ellen, Thinking with Type, 2nd edition (www.thinkingwithtype.com) REQUIRED

◆ Felici, James, Complete Manual of Typography, 2nd edition RECOMMENDED

◆ Bringhurst, Robert, Elements of Typographic Style (any edition) RECOMMENDED

MATERIALS
◆ CD or DVD-ROMs & portable disc space/memory (flash drive or external drive)

◆ 9 x 12 or 11 x 14 ITOYA notebook(s) to hold 48 sketches (24 pages)

◆ tracing paper roll (minimum 17” wide) or sheets (minimum 14” x 17’’)

You will also need larger size tracing paper sheets for project presentation.

◆ drawing supplies (sketch pad, erasers, various pens, sharpies, pencils, etc.)

◆ Pigma® Micron® pens (various sizes—make sure you have several 005 widths)

◆ Super black single-ply mounting boards (do not use foam core)

◆ spray mount, cutting pad/self-healing cutting mat & Xacto™ knives/blades

◆ white cotton gloves, bone folder, 18” metal ruler, T-square, pica ruler (optional)

◆ additional project-dependent materials (varying by concept)
UNIVERSITY & 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 & 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, 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.

ARTSBUS CREDIT
Each student 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: 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.

Artsbus Dates for Spring 2016 ................................................................. February 20, March 19, April 9

VISUAL VOICES LECTURE SERIES SPRING 2016 http://soa.gmu.edu/visualvoices/
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.

IMPORTANT DEADLINES
Martin Luther King Day (no classes) ................................................................. Mon Jan 18
First day of classes Domicile Reclassification Application (last day); Payment Due Date, full semester waitlists removed .... Tue Jan 19
Summer 2016 Graduation Intent Available via Patriot Web ........................................ Mon Jan 25
Last day to add classes all individualized section forms due, last day to drop with no tuition penalty ...................... Tue Jan 26
Last day to drop with a 33% tuition penalty ....................................................... Tue Feb 2
Final Drop Deadline (67% tuition penalty) ....................................................... Fri Feb 19
Last day to file your Spring 2016 Graduation Intent ........................................ Fri Feb 19
Immunization Record Deadline ........................................................................... Tue Mar 1
Midterm progress reporting period 100–200 level classes—grades available via Patriot Web ..Mon Feb 15–Fri Mar 18
Selective Withdrawal Period (undergraduate students only) ................................... Mon Feb 22–Fri Mar 25
Spring Break ........................................................................................................ Mon Mar 7–Sun Mar 13
Incomplete work from Fall 2015 due to Instructor ............................................. Fri Mar 26
Incomplete grade changes from Fall 2015 due to Registrar .................................. Fri Apr 1
Dissertation/Thesis Deadline ............................................................................... Fri Apr 29
Last day of classes ............................................................................................... Mon May 2
Reading Days Additional study time (final exams). Faculty may schedule optional study sessions, but no regular classes/exams .......... Tue May 3
Exam Period (beginning at 7:30 a.m.) .................................................................... Wed May 4–Wed May 11
Commencement and Degree Conferral Date ......................................................... May 14

Paul L. Petzrick | ppetzric@gmu.edu | www.petzrick.com/215
AVT 215 Typography | Spring 2016 | TR | 1:30pm–4:10pm (002) | 4:30pm–7:10pm (003) | AB 1022
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 & 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 non-participation. 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.