AVT 215
TYPOGRAPHY

www.petzrick.com/215

Spring 2017 | AB 1022

Tuesday & Thursday
Section 001 1:30–4:10pm
Section 002 4:30–7:10pm

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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 Adobe InDesign.

COURSE CONTENT

AVT 215 is not software training—students must demonstrate proficient skills in Adobe Illustrator/Photoshop by completing the AVT 180 prerequisite. While there will be technical demonstrations, students will be expected to have or develop the computer skills necessary to complete projects.

Through lectures, 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/professionals, and are encouraged to join professional design organizations such as AIGA and the Graphic Artist Guild.

www.petzrick.com/215—Digital copies of this syllabus, project/assignment sheets, and other course content will be distributed digitally via the course website. The website will be regularly updated throughout the semester with important reminders, project-specific content, resources, and schedule changes (if required). 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 course grade is determined by projects (50%), assignments (20%), quizzes (10%), the final exam (10%), and class participation/professionalism (10%). Missing incremental deadlines (such as print-outs for critiques) or turning in sloppy/incomplete work will reduce your final grade.

Students are also required to turn in a non-returnable CD/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 include a copy of your project file exported in the InDesign Markup Language (IDML). Failure to submit a disc, or not following instructions, will result in a reduced grade.

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.

◈ Students are required to arrive on time and stay for the duration.

◈ Students who do not arrive at the listed class start time will be marked tardy.

◈ Three tardies equals one absence.

◈ Students who arrive 20 minutes late or more will be marked absent.

◈ Students who leave before class dismissal will be marked absent.

◈ **Four or more** absences will result in a reduced or failing course grade.

◈ No excused absences

If you miss a class, you are responsible for obtaining the course material that was covered that day. Students are encouraged to *buddy-up* with another classmate, in case information is needed.

◈ **All projects and course assignments will not be accepted late.**

Failure to turn in projects will result in a failing grade. Projects are due at the beginning of class—if you are late to class, your work is also late.

◈ All lab policies must be followed, including *no food & drink in the lab*. Finish snacks/meals prior to class. Beverages must be kept away from computers, cables and floor outlets.

◈ **Students who fail to follow class policy will have points reduced from their overall course grade and/or will be asked to leave class.**

TEXTBOOKS

◈ Lupton, Ellen, *Thinking with Type, 2nd edition* (thinkingwithtype.com) **REQUIRED**

◈ Felici, James, *Complete Manual of Typography, 2nd edition* **RECOMMENDED**

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

MATERIALS

◈ CD/DVDs & portable disc space/memory (flash drive or external drive)

◈ 9" × 12" or 11" × 14" ITOYA notebook(s) to hold 48 sketches (24 pages)

◈ tracing paper roll (minimum 17" wide) or sheets (minimum 14" × 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 & X-acto™ knives/blades

◈ white cotton gloves, bone folder, 18" metal ruler, T-square, pica ruler **(optional)**

◈ additional project-dependent materials (varying by concept)

MASON 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 two of the remaining four 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 and ongoing critical analysis.

UNIVERSITY & SCHOOL OF ART POLICY

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.

OFFICIAL COMMUNICATION, 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 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.

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 & POLICIES

Spring 2017 Dates .... Feb 18, Mar 25, Apr 18

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 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 Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for bus trip at the Center of the Arts. Alternate trips must be approved by instructor of course requiring an ArtsBus trip.

VISUAL VOICES LECTURE SERIES

Spring 2017 Dates .... Jan 26; Feb 9; Mar 9, 23, 30

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

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.

Mon Jan 16
Martin Luther King Day (no classes)

Mon Jan 23
First day of class; last day to submit Domicile Reclassification Application; Payment Due Date; full semester waitlist removed

Mon Jan 30
Last day to add classes—all individualized section forms due; Last day to drop with no tuition penalty

Mon Feb 30
Last day to drop (33% tuition penalty)

Fri Feb 24
Final Drop Deadline (67% tuition penalty)

Wed Mar 1
Immunization Record Deadline

Mon Feb 20–Fri Mar 24
Midterm progress reporting period (100–200 level classes)—grades available via Patriot Web

Mon Feb 27–Fri Mar 31
Selective Withdrawal Period (undergraduate students only)

Mon Mar 13–Sun Mar 19
Spring Break

Fri March 31
Incomplete work from Fall 2016 due to instructor

Fri April 7
Incomplete grade changes (Fall 2016) due to Registrar

Fri May 5
Dissertation/Thesis Deadline

Sat May 6
Last day of classes

Mon May 8–Tue May 9
Reading Days—Reading days provide students with additional study time for final exams. Faculty may schedule optional study sessions, but regular classes/exams may not be held.

Wed May 10–Wed May 17
Exam Period (begins 7:30 a.m.)

May 20
Commencement and Degree Conferral Date

Once the add/drop deadlines have passed, instructors do not have authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until last day of classes) must be made by student in SOA office (or office of the department offering 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 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, 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.

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.