

# AVT 412/617 ADVANCED TYPOGRAPHY

## FALL 2017

Tuesday/Thursday  
4:30–7:10pm

AB1020

**Don Starr**  
[dstarr@gmu.edu](mailto:dstarr@gmu.edu)

Office hours  
by appointment  
Tuesday–Thursday  
AB 2050D

Teaching Assistant  
Bruce Scott  
[bscott15@gmu.edu](mailto:bscott15@gmu.edu)

## GRADING SCALE

### A

superior work, all criteria have  
been surpassed  
*in a distinguished manner*

### B

very good work, all criteria have  
been surpassed

### C

adequate, average work

### D

barely meeting the  
above criteria

### F

failure to meet all of  
the above criteria

## PREREQUISITES

*AVT 313 or permission of instructor.*

## COURSE DESCRIPTION

An exploration of the visual identity of type, design and the graphic organization of information. Emphasis is on aesthetic and technical development, text layout and information hierarchy. Concerns about the importance of emotion, audience and purpose will also be addressed.

## OBJECTIVES

- *Develop a deeper understanding of the proper use of typography in visual communication*
- *Further understand the anatomy of the letterform and its typographic usage*
- *Gain experience in the selection and arrangement of type*

## CONTENT

Through lecture, critique, computer lab time, research, and field observation, students will create design solutions for a series of projects. Final presentations will be developed from rough sketch level to final completion, using hand rendering and electronic-based media. Students will be expected to research and utilize external graphic vendors and professionals, and are encouraged to join professional design organizations such as AIGA.

## TEXTBOOKS & MATERIALS

- *The Elements of Typographic Style, 4th Ed. (v. 4.0)* by Robert Bringhurst
- *Complete Manual of Typography, 2nd Ed.* by James Felici (recommended)
- Tracing paper roll, flash memory, various papers and markers
- 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.

**Please backup copies of all digital work! Lost and/or corrupted work is not an acceptable excuse for late or incomplete work.**

*If compelled to miss a class*, you must contact the Teaching Assistant via email with an acceptable explanation **within 6 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. More than three absences from class will result in a failing grade for the semester. Tardiness will also affect your final grade—three late arrivals equals an absence.

## 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 project grades (50%), assignments (20%), final portfolio presentation (20%) and class participation (10%).

## UNIVERSITY AND SCHOOL OF ART POLICIES

In accordance with George Mason University policy, **turn off all 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

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 outside the studios.

## SCHOOL OF ART PRINT STUDIO

**School of Art Print Studio (SOAP)** is located in the School of Art Building on the Fairfax Campus. As a non-profit studio, SOAP offers a variety of services including printing and production services to students, faculty and staff. All jobs are processed with high quality materials on state-of-the-art equipment, specifically for graphic design portfolios, mixed-media paintings and reproductions, posters, handmade books, student assignments and proof sheets. More information can be found at [soaprint.gmu.edu](http://soaprint.gmu.edu) or 703-993-7203.

## ARTSBUS DATES AND CREDIT

**September 23 | October 21 | November 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 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.

## VISUAL VOICES LECTURE SERIES FALL 2015

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.

**August 31 Simon Schwartz**

**Sept 14 Andy Birnbaum**

**Oct 5 Patricia Bello-Gillen**

**Oct 19 Sadie Barnette**

**Nov 11 Walter Kravitz**

## IMPORTANT DEADLINES

Last Day to Add **Tuesday, September 5**

Last Day to Drop (No Tuition Penalty) **Tuesday, September 5**

Final Drop (67% Tuition Penalty) **Friday, September 29**

Selective Withdrawal Period **October 2–October 27**

Incomplete work from Spring/Summer 2015 due to instructor **October 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, College Hall C211.

## 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. Class participation may be a factor in grading, therefore 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.