

AVT 215

TYPOGRAPHY

Spring 2018

Tuesday/Thursday
003 7:20–10:00pm
AB1022

Wade McComas
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Office hours
by appointment

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 ADCMW.

TEXTBOOKS & MATERIALS

- **Thinking with Type, 2nd Ed.** by Ellen Lupton
- **Complete Manual of Typography, 2nd Ed.** by James Felici (recommended)
- **Elements of Typographic Style, v 3.2** by James Felici (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, 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.

If compelled to miss a class, you must contact the instructor via email with an acceptable 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. 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 final project grade (50%), assignments (20%), quizzes (10%) and class participation (10%).

There will be a written final exam worth 10% of your grade.

This class fulfills a Mason Core requirement for Arts. 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.

ARTSBUS

You are responsible for knowing and following Artsbus policies and rules. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for important information regarding ArtsBus policy. 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* 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 2018:

February 24

March 24

April 14

VISUAL VOICES LECTURE SERIES SPRING 2018

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:

<http://soa.gmu.edu/visualvoices/>

January 24 – Brian Noyes

February 1 – Teresa Jaynes

February 22 – Sharif Bey

March 1 – Juliet Bellow

March 8 – John Henry

IMPORTANT DEADLINES

Last Day to Add (Full-Semester Course)

January 29

Last Day to Drop (No Tuition Penalty)

January 29

Selective Withdrawal Period

February 26–March 30

Spring Break

March 12-18

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 your instructor 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.

CELL PHONES

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.

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.

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, and are responsible knowing the rules, as stated on the George Mason University website' Academic Integrity page (<http://oai.gmu.edu/the-mason-honor-code-2/>). "To promote a stronger sense of mutual responsibility, trust, and fairness among all members of the Mason community, and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code:

Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

Mason's Commitment: To create an environment that is innovative, diverse, entrepreneurial, and accessible-helping you avoid accidental or intentional violations of the Honor Code."

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 training.gmu.edu to see the schedule of workshops and to sign up.