

# ART 3430

## Typography and Publication Design

### What is the class schedule?

Tues & Thurs 2:30 pm - 5:15 pm in Kimball Visual Arts building room 307

### Who is the instructor?

Micah Bauer | [micahbauer@weber.edu](mailto:micahbauer@weber.edu) | Mobile 801.318.1091 [7am - 10pm] | Office 801.626.6544

Office KVA 320 | Office hours Mon & Wed 10 am – 11 am and Tues 1 pm – 2 pm

### What are the course prerequisites?

- ART 2430 Introduction to Graphic Design or ART 3440 Graphic Design

### What's this course about?

Orientation to typographic communications including methods and processes, aesthetics, readability, typographic systems, grids, layout, and digital page composition.

### What type of work will I be doing?

Your primary focus in this class will be doing several typographic projects. If they are done well these projects will become part of your portfolio. You will also do a number of assignments (exercises) to test and improve your typographic skills. You will do one presentation on your research on a typographic subject. There will also be required reading from the text and from other materials.

### Will there be homework?

Yes, you can expect to do four to six hours of outside work a week for this class. This is a lab class and time will be available in class to do projects but whatever you don't finish during class you will need to complete on your own time. There will also be assignments, readings and a research presentation that will need to be done on your own time.

### What materials will I need?

- Textbook: [\*Thinking with Type\* by Ellen Lupton](#)
- Thumbdrive or Box Account (5gb or larger)

- Pencil or Pen (Any kind)
- Loose leaf paper for quizzes
- Sketchbook (To do thumbnails and other sketches on projects)
- Money or a Print Card (For printing final assignments and projects)

### **Where can I learn more?**

#### Books

- [\*The Elements of Typographic Style\* by Robert Bringhurst](#)
- [\*The New Typography\* by Jan Tschichold](#)
- [\*Grid Systems\* by Josef Müller-Brockmann](#)
- [\*Making and Breaking the Grid\* by Timothy Samara](#)

#### Online Resources

- [betype.co](#)
  - [typophile](#)
  - [myfonts.com](#)
- ...And lots more [here](#).

## Rules & Policies

### **What is the class attendance policy?**

I expect you to be in class.

Since we will be discussing important concepts and working on projects during class sessions, attendance and participation is necessary if you wish to do well in this class. If you must miss a class session due to illness or personal emergency, contact me as soon as possible. You will still be responsible for all material covered in class. Contact someone from class or look on Canvas in order to catch up on any missed material or assignments.

Each absence after the first two (2) will result in a half grade reduction of your overall course grade. Six absences automatically result in no credit for class. If you have extenuating circumstances that will cause you to miss class or several classes (IE: severe or chronic illness, a family emergency, etc.) let me know so we can work out accommodations.

### **What do I do if I miss class?**

If you must miss a class session you are responsible for all material covered in class. Be sure to contact someone in class and look on Canvas in order to get notes on any material you missed during class discussion, or project introductions.

### **Can I turn in late work?**

There are four types of work in this class: *Exercises, Projects, Readings* and *Presentations*. Each can be turned in within a week of the due-date for a 20% grade reduction. After that they cannot be submitted.

*In-class exercises* cannot be made up.

*Projects* must be turned in in-person to receive full credit. If you aren't in class the day a *project* is due it will receive a 20% grade reduction.

### **Can I resubmit assignments and projects for a better grade?**

You may resubmit any *exercise, project or reading* as long as you were in class and turned it in the day it was due. Presentations cannot be redone.

If you are going to resubmit a presentation you must also meet with me to talk about the project before you resubmit it so we can discuss what parts need reworking.

All resubmissions are due by the last day of finals. Resubmitting doesn't guarantee a better grade (though I won't give you a worse grade).

### **Is there extra credit?**

There may be some extra credit available for attending university art shows, visiting artist talks, and film screenings. I will announce events that are eligible for extra credit in class.

### **What is the grading scale?**

A	100% to 94.0%	An A grade: Shows a mastery of material. Work far exceeds expectations in concept, execution and presentation. Frequently participates in class. Does not miss class.
A-	< 94.0% to 90.0%	
B+	< 90.0% to 87.0%	
B	< 87.0% to 84.0%	A B grade: Shows understanding of material. Work exceeds expectations in concept, execution or presentation. Regularly participates in class.
B-	< 84.0% to 80.0%	
C+	< 80.0% to 77.0%	
C	< 77.0% to 74.0%	A C grade: Shows acceptable level of understanding of material. Work meets expectations in concept, execution or presentation. Sometimes participates in class.
C-	< 74.0% to 70.0%	
D+	< 70.0% to 67.0%	

D	< 67.0% to 64.0%	A D grade: Doesn't show understanding of material. Work doesn't meet expectations in concept, execution or presentation. Infrequently participates in class. Misses class frequently.
D-	< 64.0% to 61.0%	
F	< 61.0% to 0.0%	An F grade: Shows a lack of understanding of material. Work is incomplete or unacceptable in concept, execution and presentation. Does not participate in class. Misses more than the allowable number of classes.

### **Cell Phone Policy**

Use of cell phones or other devices during class is potentially distracting, especially during critique or discussions. Please don't use them during class. I know our class is long and I will do my best to make sure we get a break each class period. You can check your phone during that time. If there is an emergency and you absolutely must text or call someone, please go out of the classroom so that you don't disturb class.

### **Social Media**

I make it a habit of not following current students on social media. I have not control over whether you follow me on certain social media platforms but I will not accept Facebook or LinkedIn requests from current students. Once you have graduated feel free send a request if you want to.

### **Academic Dishonesty**

Cheating and plagiarism violate the Student Code. Plagiarism is "the unacknowledged (uncited) use of any other person's or group's ideas or work." Students found guilty of cheating or plagiarism are subject to failure of a specific assignment, or, in more serious cases, failure of the entire course.

### **Core Beliefs**

Students are to determine, before the last day to drop courses without penalty, when course requirements conflict with a student's core beliefs. If there is such a conflict, the student should consider dropping the class. A student who finds this solution impracticable may request a resolution from the instructor. This policy does not oblige the instructor to grant the request, except in those cases when a denial would be arbitrary and capricious or illegal. This request must be made to the instructor in writing and the student must deliver a copy of the request to the office of the department head. The student's request must articulate the burden the requirement would place on the student's beliefs.

### **Disability Accommodation**

When students seek accommodation in a regularly scheduled course, they have the responsibility to make such requests at the Center for Students with Disabilities before the beginning of the quarter [semester] in which the accommodation is being requested. When a student fails to make such arrangements, interim accommodations can be made by the instructor, pending the determination of the request for a permanent accommodation.

### **Emergency Closure**

If for any reason the university is forced to close for an extended period of time, we will conduct our class via Canvas. Look for announcements on Canvas or in your e-mail.

### **Inclusivity Statement**

Pivotal to Weber State University's mission is the need to embrace and value the diversity of its members. Acknowledging the uniqueness of each individual, we seek to cultivate an environment that encourages freedom of expression. Because the University is a community where inquiry is nurtured and theories are tested, every individual has the right to feel safe to express ideas that differ from those held by other members of the community. However, all persons who aspire to be part of our campus community must accept the responsibility to demonstrate civility and respect for the dignity of others. Recognizing that the proper balance between freedom of expression and respect for others is not always apparent or easy to achieve, we must continually challenge ourselves and each other in an atmosphere of mutual concern, good will and respect. Therefore, expressions or actions that disparage an individual's or group's ethnicity, gender, religion, sexual orientation, marital status, age or disability are contrary to the mission of Weber State University.

### **Will this syllabus change?**

This syllabus is a guide and every attempt is made to provide an accurate overview of the course. However, circumstances and events may make it necessary for the instructor to modify the syllabus during the semester and may depend, in part, on the progress, needs, and experiences of the students. Changes to the syllabus will be made with advance notice.

### **Search for Assignment**

[Group Assignment](#)

### **Assignments Settings**

- [Warning: for improved accessibility of reordering assignments and groups, please use the Move To Dialog option found in the menu.](#)

### **[Exercises](#)**

[Add Assignment to Exercises](#)

[Manage Exercises](#)

- [Final Monogram](#)

**Due** Jan 24 at 11:59pm

20 Points Possible 20 pts

Can't unpublish Final Monogram if there are student submissions

Settings for Assignment Final Monogram

- [Kerning Assignment](#)

Module 1: Letter Module

**Due** Jan 31 at 2:30pm

20 Points Possible20 pts

Can't unpublish Kerning Assignment if there are student submissions

Settings for Assignment Kerning Assignment

- [Project 1: Type Specimen](#)

Module 1: Letter Module

**Due** Jan 25 at 11am

100 Points Possible100 pts

Unpublished. Click to publish Project 1: Type Specimen

Settings for Assignment Project 1: Type Specimen

- [Typogram comps](#)

Word Module

**Due** Feb 20 at 11am

20 Points Possible20 pts

Unpublished. Click to publish Typogram comps

Settings for Assignment Typogram comps

- [Quote Rough Comp](#)

Sentence Module

No Points Possible

Unpublished. Click to publish Quote Rough Comp

Settings for Assignment Quote Rough Comp

- [Printing Terms Layout Assignment](#)

Page Module

20 Points Possible20 pts

Unpublished. Click to publish Printing Terms Layout Assignment

Settings for Assignment Printing Terms Layout Assignment

- [Quote Final Poster](#)

Sentence Module

**Due** Feb 27 at 11:59pm

20 Points Possible20 pts

Unpublished. Click to publish Quote Final Poster

Settings for Assignment Quote Final Poster

- [Type Designer/Foundry Presentation](#)

**Due** Apr 27 at 11:59pm

25 Points Possible25 pts

Unpublished. Click to publish Type Designer/Foundry Presentation

Settings for Assignment Type Designer/Foundry Presentation

- [Magazine Cover](#)

Page Module

**Due** Mar 20 at 11am

No Points Possible

Unpublished. Click to publish Magazine Cover  
Settings for Assignment Magazine Cover

- [Magazine Article Intro Spread](#)

Page Module

**Due** Apr 3 at 11:59pm

No Points Possible

Unpublished. Click to publish Magazine Article Intro Spread  
Settings for Assignment Magazine Article Intro Spread

- [Magazine Article Layout](#)

Page Module

**Due** Apr 17 at 11am

No Points Possible

Unpublished. Click to publish Magazine Article Layout  
Settings for Assignment Magazine Article Layout

- [Magazine Table of Contents](#)

**Due** Apr 19 at 11am

No Points Possible

Unpublished. Click to publish Magazine Table of Contents  
Settings for Assignment Magazine Table of Contents

- [Magazine Final](#)

Page Module

**Due** Apr 24 at 11:30am

200 Points Possible200 pts

Unpublished. Click to publish Magazine Final  
Settings for Assignment Magazine Final

- [Extra Credit](#)

**Due** Apr 27 at 11:59pm

No Points Possible

Unpublished. Click to publish Extra Credit  
Settings for Assignment Extra Credit

- [Warning: for improved accessibility of reordering assignments and groups, please use the Move To Dialog option found in the menu.](#)

## [Projects](#)

[Add Assignment to Projects](#)

[Manage Projects](#)

- [Project 1: Letterform Design](#)

100 Points Possible100 pts

Unpublished. Click to publish Project 1: Letterform Design  
Settings for Assignment Project 1: Letterform Design

- [Project 1: Typogram](#)

Word Module

**Due** Feb 16 at 2:30pm

100 Points Possible100 pts

Can't unpublish Project 1: Typogram if there are student submissions

Settings for Assignment Project 1: Typogram

- [Project 3: Typographic Quote](#)

100 Points Possible100 pts

Unpublished. Click to publish Project 3: Typographic Quote

Settings for Assignment Project 3: Typographic Quote

- [Project 5: Hierarchy Poster Series](#)

100 Points Possible100 pts

Unpublished. Click to publish Project 5: Hierarchy Poster Series

Settings for Assignment Project 5: Hierarchy Poster Series

- [Project 6: Multipage Grid Layout](#)

100 Points Possible100 pts

Unpublished. Click to publish Project 6: Multipage Grid Layout

Settings for Assignment Project 6: Multipage Grid Layout

- [Project 7: Show Poster](#)

200 Points Possible200 pts

Unpublished. Click to publish Project 7: Show Poster

Settings for Assignment Project 7: Show Poster

- [Project 8: A to 'Zine](#)

100 Points Possible100 pts

Unpublished. Click to publish Project 8: A to 'Zine

Settings for Assignment Project 8: A to 'Zine

- [Warning: for improved accessibility of reordering assignments and groups, please use the Move To Dialog option found in the menu.](#)

### [Reading](#)

[Add Assignment to Reading](#)

[Manage Reading](#)

- [Reading: Section 1- Letter \(pages 12-59 & 80-83\)](#)

Module 1: Letter Module

**Due** Jan 31 at 2:30pm

10 Points Possible10 pts

Can't unpublish Reading: Section 1- Letter (pages 12-59 & 80-83) if there are student submissions

Settings for Assignment Reading: Section 1- Letter (pages 12-59 & 80-83)

- [Reading: Section 2 - Text \(pages 87-123\)](#)

**Due** Feb 21 at 2:30pm

10 Points Possible10 pts

Unpublished. Click to publish Reading: Section 2 - Text (pages 87-123)

Settings for Assignment Reading: Section 2 - Text (pages 87-123)

- [Warning: for improved accessibility of reordering assignments and groups, please use the Move To Dialog option found in the menu.](#)

### [Other](#)

[Add Assignment to Other](#)

[Manage Other](#)

- [Extra Credit](#)



No Points Possible

Published. Click to unpublish Extra Credit

Settings for Assignment Extra Credit

- [Warning: for improved accessibility of reordering assignments and groups, please use the Move To Dialog option found in the menu.](#)

### Quizzes

[Add Assignment to Quizzes](#)

[Manage Quizzes](#)

- [Quiz 1](#)

75 Points Possible75 pts

Unpublished. Click to publish Quiz 1

Settings for Assignment Quiz 1

- [Typography Quiz 2](#)

75 Points Possible75 pts

Unpublished. Click to publish Typography Quiz 2