

ART 3383 302
'TYPE + IMAGE

Fall 2017
TUE/THR 8:00-10:50am
ART B24

ASSISTANT PROFESSOR DENNIS SCHMICKLE

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(806) 834-6325
Office: B-20
Office Hours: Tue/Thr 3:00-4:00pm or by appointment

REQUIRED TEXT

None

PREREQUISITES

Art 3381, 3382, and 3386

COURSE DESCRIPTION

The study of the relationship between visual and verbal language. An exploration of type and image's informative, expressive and experimental potential to solve complex narrative structures. Form will be stressed. Function will be discussed.

COURSE PURPOSE

This course is an exploration of typography and imagery as they relate to each other and their application in graphic design materials. Emphasis will be placed on experimentation with both type and image. The legibility and communicative qualities of both type and image will be discussed.

EXPECTED LEARNING OUTCOMES

Upon completion of this course, students should be able to:

- explore "visual language" and layout as it applies to comprehensive bodies of text
- implement methods of analyzing and designing with both type + image
- identify syntactic and semantic qualities of both type + image
- organize complex typographic information
- exhibit abilities as a planner and form giver
- discuss the relationship of design to culture and society

METHODS OF ASSESSING THE EXPECTED LEARNING OUTCOMES

The expected learning outcomes for the course will be assessed through:

- project-based assignments
- In-Class Application Activities
- Critique Sessions
- Research Materials
- Class Discussions

GRADE DETERMINATION CRITERIA

The graded components of this class will be a variety of exercises and assignments that challenge your knowledge of typography and use of imagery. These assignments will focus on the subtleties of typography and image and typography as image through the synthesis of form and content. Aspects of form will be investigated as well as the importance of typographic expression, image exploration, visual interpretation and communication. Each assignment will receive a letter grade of A, B, C, D or F.

The grades will be based upon

- Time Management & Professionalism
- Presentation/Craftsmanship
- Concept development & Implementation
- Design & Layout

*An **A (90%-100%)** student is very active in class critique and discussions; comes to class prepared at all times and is punctual; completes work on time; displays a sense of commitment to work that is far beyond normal expectations [i.e. more than just doing the assignment]; excels in the conception and execution of projects clearly beyond the basic directives of the instructor.*

*A **B (80-89%)** student is active in class critique and discussions; comes to class prepared almost every time; displays a sense of commitment to work that goes beyond normal expectations [i.e. beyond just doing the assignment]; excels in the conception and execution of projects beyond most reasonable norms.*

*A **C (70-79%)** student is occasionally active in class critique and discussions; comes to class prepared more often than not; displays a reasonable commitment to work within normal expectations [i.e. does what is expected and no more]; is reasonably successful in developing the concept and execution of projects within reasonable norms.*

*A **D (50-69%)** student is seldom active in class discussions and critique; comes to class prepared only part of the time; displays occasional commitment to work; is mostly unsuccessful in developing concept and execution of projects within reasonable norms.*

*An **F (0-49%)** student is rarely if at all active in class discussions and critiques; rarely comes to class prepared; displays little commitment to work; is usually quite unsuccessful in developing concept and execution of projects within reasonable norms.*

DEADLINE POLICY

No assignments will be accepted after the due date and time specified.

NO EXCEPTIONS. NO DISCUSSIONS.

GENERAL CLASS POLICY

Extra credit will NOT be given and “re-doing” assignments for grade replacement is **NOT** an option.

GENERAL STUDIO POLICY

Use of knives on drafting tables is PROHIBITED. Cutting is permitted only on the cutting table located in the back of the classroom with a self-sealing matt. Anyone found damaging state property will be dealt with accordingly (see undergraduate catalog for details).

ATTENDANCE POLICY

Consistent and prompt attendance develops responsible professional behavior and insures that students have access to the full range of experiences and information necessary to complete class assignments and acquire skills and knowledge emphasized in a university education.

This course is a studio course and will entail a great deal of work and experimentation in and out of class. Class attendance is mandatory. Absences will affect final grade. Lectures will not be repeated. Students who miss lectures and class discussions due to absence must obtain notes for the classes missed and assignment from another responsible classmate prior to the next class period. Students are expected to arrive promptly at the designated class meeting time and be prepared with assignments, supplies, and required materials. Roll will be taken promptly at designated class starting time. Students arriving after roll has been taken must notify instructor of their presence. Students who are more than 15 minutes late will be considered absent.

The student is allowed 2 absences (which includes a doctor's visit, car trouble, illness, etc.). Upon the third absence the students final grade will be lowered one letter grade. Upon the fourth absence the student will automatically fail the course.

HEALTH AND SAFETY

Communication Design Studio Guide Safety Plan and Safety Data Safety Sheets binders are located in B24 (next to the sink). The School of Art will endeavor to comply with the intent of state laws and the University Health and Safety Program in an effort to maintain a safe working environment. Students are expected to take note of cautions and safety procedures listed in the Communication Design Studio Guide Safety Plan. Accidents should be reported immediately and injuries should receive prompt medical attention. Broken equipment should be reported in order to make timely repairs and avoid hazards.
<http://www.depts.ttu.edu/ART/SOA/nav/undergrad/degree%20programs/commdesign.php>

CIVILITY

Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using cellular phones, laptop computers (unless instructed to), eating or drinking in class, making offensive remarks, reading newspapers, sleeping or engaging in any other form of distraction. No tobacco products are allowed including electronic cigarettes. Inappropriate behavior in the classroom shall result in, minimally, a request to leave class and an absence for that session. Unless the instructor requires it, you may not use the Internet or check your email during class time. If a student is found doing either of these things, you will be asked to leave the class and earn an absence for that session. Working on another class project (or printing it) is not allowed during class. No student will be excluded of the course policies even if he or she is a graduate candidate.

I identify as an ally to the lesbian, gay, bisexual, transgender, queer, intersex, and asexual (LGBTQIA) community, and I am available to listen and support you in an affirming manner. I can assist in connecting you with resources on campus to address problems you may face pertaining to sexual orientation and/or gender identity that could interfere with your success at Texas Tech. Please note that additional resources are available through the Office of LGBTQIA within the Center for Campus Life, Student Union Building Room 201, www.lgbtqia.ttu.edu, 806.742.5433.

ACADEMIC INTEGRITY

It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable to serious consequences, possibly suspension. "Scholastic dishonesty" includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act.

STATEMENT OF ETHICAL PRINCIPALS

Texas Tech University is committed to being an ethical institution. In recognition of the rights and inherent dignity of all members of the Texas Tech University community, the university is committed to supporting the following principles and to protecting those rights guaranteed by the Constitution, the laws of the United States and the State of Texas, and the policies adopted by the Board of Regents. As members of the Texas Tech community, faculty, students, staff, administration, and all stakeholders accept responsibility for abiding by and promoting the ethical principles of the university described below. Although legal behavior and ethical behavior overlap in many areas, they are quite distinct from each other. While we follow legal requirements, an ethical institution goes beyond them to achieve the following values.

Mutual Respect	Cooperation and Communication
Creativity and Innovation	Community Service and Leadership
Pursuit of Excellence	Public Accountability
Diversity	

http://www.depts.ttu.edu/officialpublications/catalog/_EthicalPrinciples.php

CONFLICT RESOLUTION

The Student Resolution Center is available to assist students with any conflict or problem that has to do with being a student at Texas Tech University. Student Resolution Center, 232E Student Union Building. 742-SAFE or 743-SAFE

REPORTING ILLNESS

In case of an illness that will require absence from class for more than one week, the student should notify his or her academic dean. The Dean's office will inform the student's instructors through the departmental office. In case of class absences because of a brief illness, the student should inform the instructor directly. Other information related to illness is found in the Student Handbook and the Residence Halls Handbook.

ABSENCE DUE TO RELIGIOUS OBSERVANCE

"Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

ABSENCE DUE TO OFFICIALLY APPROVED TRIPS

The Texas Tech University Catalog states that the person responsible for a student missing class due to a trip should notify the instructor of the departure and return schedule in advance of the trip. The student may not be penalized and is responsible for the material missed.

ILLNESS AND DEATH NOTIFICATION

The Center for Campus Life is responsible for notifying the campus community of student illnesses, immediate family deaths and/ or student death. Generally, in cases of student illness or immediate family deaths, the notification to the appropriate campus community members occur when a student is absent from class for four (4) consecutive days with appropriate verification. It is always the student's responsibility for missed class assignments and/or course work during their absence. The student is encouraged to contact the faculty member immediately regarding the absences and to provide verification afterwards. The notification from the Center for Campus Life does not excuse a student from class, assignments, and/or any other course requirements. The notification is provided as a courtesy.

DISABILITY

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor's office hours. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, you may contact the Student Disability Services office at 335 West Hall or 806-742-2405.

Type + Image Course Outline • Subject to change • Bring Necessary Materials To Class

WEEK 1	Tuesday	Introduction / Syllabus / Overview / Begin Object Type Book
	Thursday	Begin Project 01: Typographic Rhythm
WEEK 2	Tuesday	Labor Day. No classes.
	Thursday	Work Project 01
WEEK 3	Tuesday	Critique Project 01
	Thursday	Work Project 01
WEEK 4	Tuesday	Project 01 Due / Begin Project 02: Book Jacket
	Thursday	Work Project 02
WEEK 5	Tuesday	Work Project 02
	Thursday	Critique Project 02
WEEK 6	Tuesday	Work Project 02
	Thursday	Project 02 Due / Begin Project 03: Modular Type
WEEK 7	Tuesday	Work Project 03
	Thursday	Work Project 03
WEEK 8	Tuesday	Work Project 03
	Thursday	Critique Project 03 / Object Type Book Due
WEEK 9	Tuesday	Work Project 03
	Thursday	Project 03 Due / Begin Project 04: Design For Good Poster
WEEK 10	Tuesday	Work Project 04
	Thursday	Work Project 04
WEEK 11	Tuesday	Work Project 04
	Thursday	Critique Project 04
WEEK 12	Tuesday	Work Project 04
	Thursday	Project 04 Due / Begin Project 05: Haiku Book
WEEK 13	Tuesday	Work Project 05
	Thursday	Thanksgiving Break. No classes.
WEEK 14	Tuesday	Work Project 05
	Thursday	Critique Project 05
WEEK 15	Tuesday	Work Project 05
	Thursday	Work Project 05

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ATTENDANCE AND CIVILITY CONTRACT

Please read the syllabus carefully and be sure that you understand the grading attendance and civility policies for this class. If you have any questions, please consult with the instructor immediately. After you have read the information, please sign below to indicate that you have read, understood, and intend to abide by the stated class policies.

I, _____, have read the syllabus and above statements, understand the class policies, intend to abide by these policies, and will earn the appropriate grade according to my work, efforts and attendance for the Fall semester 2017. Furthermore, I understand that this is a course in which we will discuss matters of design and fine arts. This may, on occasion, include the viewing and discussion of work that may be considered offensive or controversial. I understand that this is the nature of some academic courses of study.

Print Your Name _____

Signature _____ Date _____

Selected work might be considered for inclusion in the TTU SOA website, please mark if you want your work showcased in the site and sign.

____ YES ____ NO

Signature _____ Date _____