

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Advertising Graphics & Design</u>
COURSE RUBRIC AND NUMBER	<u>ARTC 1327</u>
COURSE TITLE	<u>Typography</u>
COURSE CREDIT HOURS	<u>3 2 3</u> Credits Lec Lab

I. Catalog Description

Studies letterforms and typographic concepts as elements of graphic communication. Emphasizes developing a current, practical typographic knowledge based on industry standards. **(2:3). Lab fee.**

II. Course Objectives

Upon satisfactory completion of the course, the student will be able to meet at least 70% of the following:

- A. Unit I. Introduction to Typography and Layout
 - 1. Define and utilize terminology such as kerning, interspacing, leading, etc.
 - 2. Use traditional Serif, San Serif, & decorative typefaces.

- B. Unit II. Design with Type

Designate the appropriate typeface for various messages and target markets.

- C. Unit III. Hand Lettering
 - 1. Execute professionally finished projects using a baseline, X-height, kerning, and upper and lower case characters, etc.
 - 2. Work with speed and accuracy when performing hand lettering.

- D. Unit IV. Conceptualize and Design Logos and Trademarks
 - 1. Explain the significance of logos and trademarks in the business world.
 - 2. Distinguish between a low abstraction and a high abstraction range for the various markets of a client.

- E. Unit V. Professionally Finished Work

Render professionally finished work for all studio critiques.

- F. Unit VI. Critique Deadlines

Meet all critique deadlines on time.

III. THECB Learning Outcomes (WECM)

1. Create letter forms.
2. Solve typographic problems.
3. Identify a variety of typefaces.
4. Apply typographic practices.

IV. Evaluation

- A. Outside class assignments will be made at the discretion of the instructor. The instructor will evaluate assignments immediately after they are due.
- B. There will be a formal studio critique upon completion of every assignment. The critique will be treated with the same integrity as the traditional examination. Any critique that is missed will constitute 2 F's for the assignment. Be advised that this is non-negotiable.
- C. The student will be graded on each assignment on uniqueness, conceptualization, and professionally finished work. An overall semester grade according to the performance rating scale will also be given.

Grading Scale: Two grades will be given for each project, including the final exam. Example: (A/A): the first A represents concept, the second A represents professionally finished work. Grades are then averaged as follows:

A = 4 points	Grades will be added together and averaged.
B = 3 points	Example: A/B = 4 + 3 = 7 divided by 2 = 3.5 (B+)
C = 2 points	
*D = 1 point	Perfect Attendance (attending each class session) will raise
*F = 0 points	a student's final grade to the next highest level; therefore, the B+ becomes an A.

- D. Written exams or pop quizzes over certain textbook reading assignments will be given at the discretion of the instructor. These test grades will figure accordingly to the final semester grade.
- ❖ If these grades are earned, the student is encouraged to confer with the instructor for remediation.

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.