



01 INSTRUCTOR INFORMATION

Karrie Simpson Voth

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Office: CAD 121

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Office Hours: MWF: 2:00–3:30 pm and TT: 2:00–3:30 pm (or by appointment)

Graduate Teaching Assistant

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Office Hours: By appointment

02 COURSE INFORMATION

Class Hours: 8:30-10:20 (MWF)

Facebook Class Group: “FHSU Typography Fall 2021”

Facebook link: <https://www.facebook.com/groups/156504456570585/about>

03 COURSE DESCRIPTION & LEARNING OUTCOMES

This course introduces the discipline, function, and tradition of typography as it relates to visual are sufficiently updated and should be utilized as much as possible for student projects. In the event of hybrid communication. Exploration of typographic form and manipulation of typographic composition as an integral component of visual communication. Projects examine both fundamental and advance structures of typographic form, space, grid structures, sequence and visual and informational hierarchy as it relates to print and packaging. History of typography, anatomy, and structure of letterforms and the development of hand lettering skills will also be integral components of the class.

Learning Outcomes

1. Develop an understanding of type history and font origination through readings and lectures.
2. Develop an understanding of how typography works (anatomy, kerning, leading, etc.).
3. Implement type creatively and effectively in design.
4. Determine the appropriate typeface for specific projects/designs.
5. Communicate more effectively and creatively with type.
6. Develop hand lettering skills from sketches to digital format.



04 TEXTBOOK & COURSE MATERIALS

Required Text Book

"The Golden Secrets of Lettering: Letter Design from First Sketch to Final Artwork" by Martina Flor

Required Supplies:

- Poster board (buy as needed)
- Sketch book (mixed media)
- Grid paper notebook
- Olfa knife and refill blades
- Metal ruler (with cork backing)
- #2 Pencils (several)
- White eraser
- Crayola Broad Line Markers (colors up to you)
- Crayola Thin Line Markers (colors up to you)
- External Hard Drive or Solid-State Drive (1 TB)

Technology Requirement:

All students enrolled at Fort Hays State University are expected to have a computer* for use in a variety of university learning experiences. *On-campus students are expected to have a laptop to ensure mobility. TigerTech only provides assistance with accessing and using FHSU hosted systems and University-owned equipment. FHSU does not sell computers and does not provide computer repair for student devices.

Hardware:

To meet basic security, networking, and upgrade requirements, your computer should be running Mac OS X (or newer). Students are encouraged to utilize the two Mac labs in the department (rooms 202 and 210). Ideally, your computer's warranty should be supported by the manufacturer throughout your college career. iPads are not recommended for use as your primary device due to limited functionality. Ask your instructor or academic department to learn about any specific technology requirements that may apply for your program/courses.

Software:

Enrolled students at FHSU can take advantage of a variety of options to get FREE and/or discounted software for use on personal devices at www.fhsu.edu/tigertech/software/. If you have any technical issues, contact FHSU TigerTech 785-628-3478, and notify the instructor and/or GTA.

The majority of courses in the Graphic Design and Motion Design programs require some horsepower when it comes to hardware and software. The computers in either computer labs 202 or 210 are sufficiently updated and should be utilized as much as possible for student projects. In the event of hybrid instruction, students may also work from home on a personal computer or laptop.

05 STUDENT RESOURCES

Students have access to academic services, technical support and student services at Fort Hays State University. You can find the resources online at FHSU Blackboard Student Tutorials For more information you can contact TigerTech at 785-628-3478 or FHSU TigerTech.



06 TEACHING METHODS & EXPECTATIONS

Delivery Method:

Classes will be fully on campus (unless otherwise stated). Zoom will be implemented if we have to switch to a hybrid or online learning platform due to a rise in COVID cases. Below is a breakdown of each platform we will use some or all of the semester.

- **Blackboard**
This tool is a university standard and will serve as the central hub for this class. Here you will find your grades, announcements, links to video content, and more. Blackboard is good about sending alerts, but it is always good to check the course page early and often.
- **Facebook**
Please join the group called "FHSU Typography Fall 2021" This will be one of the main communication platforms we use due to the versatility of the tools provided. Announcements will be posted here and we will use it for critique when outside of class. Please turn your notifications on for this course.
- **Google Drive**
Each student will have their own folder within the Typography Fall 2021 Google Drive folder. Students will be responsible for putting their specific projects into their folders to be graded.
- **Zoom**
Zoom video conferencing technology is the primary tool used to deliver live lectures and demonstrations if class is not able to be held in person. Zoom provides screen sharing, whiteboard space, break-out rooms, and other features necessary for collaboration. The recorded sessions will be made available for later viewing and reference.

07 ASSESSMENT METHODS & GRADING CRITERIA

Grading Criteria

Project grades will be based on concept/creativity, design/layout, use of type and execution. Letter grades will be given for each area along with an explanation of the grade. This grading procedure will apply to the required type notebook as well. Grades will be averaged at the end of semester. Projects and points are posted on BlackBoard and updated regularly. Grades will be posted within a week of turning in a project unless otherwise communicated.

Course Instruction

The instruction in this course centers around learning typographic lessons which will build upon one another. Projects will contain lecture components, workshop-based instruction, and formal class critiques in which all students are expected to participate constructively.



08

COURSE POLICIES

Class Attendance/Participation:

Students are expected to attend all class meetings. Lectures will be given on any day and you will be expected to know the material for class discussions and projects. Three unexcused absences will result in the loss of a letter grade at the semester. Five unexcused absences will result in the final grade of "U". Excused absences are illness and official University travel. If you know you will have to be absent, please call, e-mail, or leave a message with the art office (628-4247). Please be on time to class. Being tardy two times will equal one absence, and so on.

Assignment Due Date:

When a deadline is set, you are expected to meet it on time. You will have to spend extra time out of class to work on your projects. Only serious reasons will be accepted for an extension. Unless prior arrangements are made, all projects are due on the noted day. For every day late a project is turned in, one letter grade will be deducted from the total grade. Assignments turned in late will be accepted up to two class periods late. After that, it is an automatic "U" (unless other arrangements have been made).

Procedures for Assignment Submission:

Each project will have an associated Learning Module on Blackboard. Students will be required to print and/or upload their finished project in the class Google Drive before class begins on the due date.

Other Policies

Academic integrity is essential. Students are expected to steal inspiration, but if you directly copy existing work, severe penalties will be enforced.

Unless using a mobile device for research or taking notes please keep them silent and out-of-reach.

Statement Regarding Wearing of Face Coverings

For your safety and the safety of others, the use of a mask or other form of face-covering is strongly recommended in this class when within six (6) feet of another individual.

Facility Hours & Policies

The Schmidt Foundation Center for Art and Design Hall will be open from 7:00 AM-9:00 PM, Monday through Friday. Students will need to obtain a "Night and Weekend Pass" from the main office in order to be in the building after hours, weekends, and on holiday breaks when the building is locked. Each student major will have access to enter the building with their Tiger ID card and must keep their pass with them while in the building as the campus police will be patrolling the premises each night and will ask to see the student's pass and Tiger ID. Anyone who does not have their Night and Weekend Pass and ID with them will be asked to leave by campus police (if it is after regular hours or on a holiday break). The student may come back if they have those two items with them.



09 UNIVERSITY POLICIES

- [Academic Honesty](#)
- [Attendance](#)
- [Withdrawal](#)
- [Student Accessibility Services](#)
- [Kelly Center Support Services](#)
- [Career Services](#)
- [Technology Services](#)
- [Smarthinking](#)
- **Title IX Policy:** FHSU is committed to fostering a safe and productive learning environment. Title IX makes it clear that violence and harassment based on sex, gender, and gender identity are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. This includes all types of gender and relationship violence, sexual harassment, sexual misconduct, domestic and dating violence, and stalking. If you wish to report an incident or have questions about school policies and procedures regarding Title IX issues, please contact Amy Schaffer, University Compliance Officer and the FHSU Title IX Coordinator, at alschaffer@fhsu.edu or (785) 628-4175. The Compliance Officer can help connect you to campus and outside resources, discuss all of your reporting options, and assist with any concerns you may have.

*A detailed schedule will be provided on BlackBoard