



01 **INSTRUCTOR**

Karrie Simpson Voth, *Department Chair and Professor of Graphic Design*

Office: AD 121

Phone: 785-628-5921 or 785-628-4247 (Art and Design office)

E-mail: klsimpsonvoth@fhsu.edu (preferred method of contact)

Office Hours: Mondays: 2:00-4:00 pm and Tues/Thurs: 10:30 am-12:00 pm

Schedule an Appointment: <https://calendly.com/ksimpsonvoth>

Maria Neale, *GTA*

Office: AD 201

E-mail: meneale@mail.fhsu.edu

Office Hours: By appointment (schedule via email)

02 **COURSE**

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

Google Classroom: "ART 348: Typography"

Google Classroom link: <https://classroom.google.com/c/ODM5MDY4NzlwNzcv?cjc=osmrphav>

Class Code: osmrphav

We will use Google Classroom extensively to post announcements and design progress. This platform will also be used to have discussions and to pose and answer any questions from students. Please get connected as soon as possible so you can familiarize yourself. It is like Facebook but without the broader interaction of social media.

03 **COURSE DESCRIPTION & LEARNING**

This course introduces the discipline, function, and tradition of typography as it relates to visuals 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 advanced structures of typographic form, space, grid structures, sequence, and visual and informational hierarchy as they relate to print and packaging. The history of typography, anatomy, and structure of letterforms, as well as 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 typography elements (anatomy, kerning, leading).
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.

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COURSE MATERIALS

Required Supplies:

- Poster board (buy as needed)
- Sketchbook (mixed media)
- Grid paper notebook
- Olfa knife and refill blades
- External Hard Drive or Solid-State Drive, 1 TB (or 2TB)*
- #2 Pencils (several)
- White eraser
- Metal ruler (with cork backing)

**Recommended: SanDisk 1TB (or 2TB) External Solid State Drive (SDSSDE61-1T00-G25), \$130 on Amazon*

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 assists 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 to 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.

Most 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.

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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.

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TEACHING METHODS & EXPECTATIONS

Delivery Method:

Classes will be fully on campus (unless otherwise stated). Zoom will only 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 for 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.

- **Google Classroom**

Please join the group called "ART 348: Typography". 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 (linked to Google Classroom)**

Each student will have an individual folder within our Google Classroom. Students will be responsible for putting their specific projects into their folders to be graded.

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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 also apply to the required Type Notebook. Grades will be averaged at the end of the 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.

GRADING SCALE

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|----------|-------------|
| A | 1800 — 1620 |
| B | 1619 — 1440 |
| C | 1439 — 1260 |
| D | 1259 — 1080 |
| U | 1079 — 0 |

PROJECTS:

- Famous Faces: 50 pts
- Typographic Hierarchy: 50 pts
- Table of Contents: 50 pts
- Justification: 50 pts
- 5 Squares-10 Inches: 50 pts
- Typography Exam: 150 pts
- Type Notebooks (4): 400 pts
- Flophouse: 300 pts
- Hand Type Project: 200
- Final Project: 500 pts

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.

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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 for 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 must be absent, please call, e-mail, or leave a message with the art office (628-4247). Please be on time for class. Being tardy two times will equal one absence, and so on.

Assignment Due Dates:

When a deadline is set, you are expected to meet it on time. You must spend extra time out of class to work on your projects. Only serious reasons will be accepted for an extension. All projects are due on the noted day unless prior arrangements are made. Every day a project is turned in late, 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 must 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 seek inspiration, but severe penalties will be enforced if you directly copy existing work.
- Unless using a mobile device for research or taking notes, please keep them silent and out-of-reach.

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 must obtain a "Night and Weekend Pass" from the main office to be in the building after hours, on 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 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 students may come back if they have those two items with them.

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UNIVERSITY POLICIES

- [Academic Honesty](#)
- [Attendance](#)
- [Withdrawal](#)
- [Student Accessibility Services](#)
- [Health and Wellness Services](#)
- [Career Services](#)
- [Technology Services](#)
- [Title IX Policy](#)

Visual Imagery Creation STRICTLY PROHIBITED:

The use of AI-generated imagery is strictly prohibited in this course. Academic integrity is essential. Assignments suspected of or found to be plagiarized or employ the use of unauthorized AI tools will be subject to the University Academic Honesty Policy and may result in a 0 for the assignment, failure of the course, and, if warranted, expulsion from FHSU.

Written Content Creation ONLY WITH PRIOR PERMISSION:

Students can use AI-generated texts only on designated portions of written assignments in this course if professor permission is obtained in advance and the content generated is properly cited. Unless permitted to use AI tools, each student is expected to complete each assignment without substantive assistance from AI. Unauthorized or suspected unauthorized use of AI will be subject to the FHSU Academic Honesty Policy. It may result in a 0 for the assignment, failure of the course, and, if warranted, expulsion from FHSU.

This schedule is tentative and might change during the semester depending on how the course evolves. The content is subject to change depending on students' progress. Students will be notified of any changes through announcements in class or on our Blackboard page.

| | DATE | LESSON | PROJECT |
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| WEEK 1 | January 19 Monday | NO CLASSES: Martin Luther King Jr. Day | |
| | January 21 Wednesday | <ul style="list-style-type: none"> Discuss syllabus Type Quiz Readings: "<i>I Am Type</i>" and "<i>I Am Type Revisited</i>" | |
| | January 23 Friday | <ul style="list-style-type: none"> Class discussion of reading <u>Introduction of Project 1: Famous Faces</u> Workday (Project 1) | PROJECT 1: FAMOUS FACES DUE: Monday, Jan. 26 |
| WEEK 2 | January 26 Monday | <ul style="list-style-type: none"> Project 1 Due: Famous Faces <u>Introduction of Project 2: Hierarchy</u> Typographic Hierarchy video | |
| | January 28 Wednesday | <ul style="list-style-type: none"> Workday (Project 2) | PROJECT 2: TYPOGRAPHIC HIERARCHY DUE: Friday, Jan. 30 |
| | January 30 Friday | <ul style="list-style-type: none"> Project 2 Due: Typographic Hierarchy (Class Critique) <u>Introduction of Project 3: Graphic Design Cookbook Table of Contents</u> | |
| WEEK 3 | February 2 Monday | <ul style="list-style-type: none"> Type Notebook 1 Due | PROJECT 3: GRAPHIC DESIGN COOKBOOK TABLE OF CONTENTS DUE: Friday, Feb. 6 |
| | February 4 Wednesday | <ul style="list-style-type: none"> Typography Lecture | |
| | February 6 Friday | <ul style="list-style-type: none"> Project 3 Due: Graphic Design Cookbook Table of Contents (Class Critique) | *Bring 100-word paragraph Monday |

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| WEEK 4 | February 9 Monday | <ul style="list-style-type: none"> • <u>Introduction of Project 4:</u> 5 Squares-10 Inches • Justification Workshop | PROJECT 4: 5 SQUARES-10 INCHES DUE: Wednesday, Feb. 18 |
| | February 11 Wednesday | <ul style="list-style-type: none"> • WORKDAY (Project 4) | |
| | February 13 Friday | <ul style="list-style-type: none"> • WORKDAY (Project 4) | |
| WEEK 5 | February 16 Monday | <ul style="list-style-type: none"> • Type Notebook 2 Due • Test Review • WORKDAY (Project 4) | |
| | February 18 Wednesday | <ul style="list-style-type: none"> • Project 4 Due: 5 Squares-10 Inches • Class critique • <u>Introduction of Project 5:</u> Flophouse | |
| | February 20 Friday | <ul style="list-style-type: none"> • Typography Exam | |
| WEEK 6 | February 23 Monday | <ul style="list-style-type: none"> • WORKDAY (Project 5) | PROJECT 5: FLOPHOUSE <ul style="list-style-type: none"> • Drafts of layouts 1 & 2 DUE: Wednesday, March 11 • Final layouts 1 & 2 DUE: Friday, March 13 • Layouts 3 & 4 DUE: Friday, March 27 |
| | February 25 Wednesday | <ul style="list-style-type: none"> • WORKDAY (Project 5) | |
| | February 27 Friday | <ul style="list-style-type: none"> • WORKDAY (Project 5) | |
| WEEK 7 | March 2 Monday | <ul style="list-style-type: none"> • Type Notebook 3 Due • WORKDAY (Project 5) | |
| | March 4 Wednesday | <ul style="list-style-type: none"> • WORKDAY (Project 5) | |

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| WEEK 7 | March 6 Friday | <ul style="list-style-type: none"> • WORKDAY (Project 5) | <p>PROJECT 5: FLOPHOUSE (continued)</p> |
| | March 9 Monday | <ul style="list-style-type: none"> • WORKDAY (Project 5) | |
| WEEK 8 | March 11 Wednesday | <ul style="list-style-type: none"> • DUE: Drafts of layouts 1 & 2 Corrected layouts due March 13 | |
| | March 13 Friday | <ul style="list-style-type: none"> • FINAL LAYOUTS 1 & 2 DUE Please put the files in your Google Drive folder. | |

SPRING BREAK: MARCH 16-20

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| WEEK 10 | March 23 Monday | <ul style="list-style-type: none"> • Type Notebook 4 Due • WORKDAY (Combo layouts) | <p>PROJECT 5: FLOPHOUSE (continued)</p> |
| | March 25 Wednesday | <ul style="list-style-type: none"> • WORKDAY (Combo layouts) | |
| | March 27 Friday | <ul style="list-style-type: none"> • Project 5 Due: Flophouse • Class critique • <u>Introduction of Project 6:</u> Hand lettering Recipe Card | |
| WEEK 11 | March 30 Monday | <ul style="list-style-type: none"> • Check out iPads • Hand lettering workshop (Day 1) | <p>PROJECT 6: HAND LETTERING RECIPE CARD DUE: Friday, April 12</p> |
| | April 1 Wednesday | <ul style="list-style-type: none"> • Hand lettering workshop (Day 2) | |
| | April 3 Friday | <ul style="list-style-type: none"> • WORKDAY (Project 6) | |

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| WEEK 12 | April 6 Monday | <ul style="list-style-type: none"> • WORKDAY (Project 6) | PROJECT 6: HAND LETTERING (continued) |
| | April 8 Wednesday | <ul style="list-style-type: none"> • WORKDAY (Project 6) | |
| | April 10 Friday | <ul style="list-style-type: none"> • Project 6 Due: Hand Lettered Recipe Card • Class critique • Introduction of FINAL: Book Jacket Series Two Ways | |
| WEEK 13 | April 13 Monday | <ul style="list-style-type: none"> • WORKDAY (FINAL) | FINAL PROJECT: BOOK JACKET SERIES (2) DUE: Wednesday, May 13 |
| | April 15 Wednesday | <ul style="list-style-type: none"> • WORKDAY (FINAL) | |
| | April 17 Friday | <ul style="list-style-type: none"> • WORKDAY (FINAL) | |
| WEEK 14 | April 20 Monday | <ul style="list-style-type: none"> • PROGRESS CHECK (1) Must have concepts for both books finalized and sketches should be refined | FINAL PROJECT: BOOK JACKET SERIES (2) DUE: Wednesday, May 13 |
| | April 22 Wednesday | <ul style="list-style-type: none"> • WORKDAY (FINAL) | |
| | April 24 Friday | <ul style="list-style-type: none"> • WORKDAY (FINAL) | |
| WEEK 15 | April 27 Monday | <ul style="list-style-type: none"> • PROGRESS CHECK (2) Should be designing on computer now and have both covers in progress | |
| | April 29 Wednesday | <ul style="list-style-type: none"> • WORKDAY (FINAL) | |

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| WEEK 15 | May 1 Friday | <ul style="list-style-type: none">• WORKDAY (FINAL) | |
| WEEK 16 | May 4 Monday | <ul style="list-style-type: none">• PROGRESS CHECK (3)• Both covers should be in the refinement phase | FINAL PROJECT: BOOK JACKET SERIES (continued) |
| | May 6 Wednesday | <ul style="list-style-type: none">• WORKDAY (FINAL) | |
| | May 8 Friday | <ul style="list-style-type: none">• WORKDAY (FINAL) | |
| May 13 Wednesday | | FINAL PROJECT DUE: Book Jacket Series | |

NOTES:

DISCLAIMER

The professor reserves the right to modify this schedule throughout the semester.