



01 INSTRUCTOR INFORMATION

Karrie Simpson Voth

Department Chair and Professor of Graphic Design

Office: CAD 121

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Office Hours: MWF: 10:30 am–12:00 pm and 2:00–4:00 pm (Mondays only)

TT: 10:30–12:00 pm and 2:00–4:00 pm

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

02 COURSE INFORMATION

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

Google Classroom: “ART 348: Typography”

Google Classroom link: <https://meet.google.com/jbw-otqm-dwi>

Class Code: jkwa566

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 similar to Facebook but without the broader interaction of social media. It is private and exclusive to our class.

03 COURSE DESCRIPTION & LEARNING OUTCOMES

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. 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)
- Sketchbook (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 (or 2TB)*

**Recommended: SanDisk 1TB (or 2TB) External Solid State Drive (SDSSDE61-1T00-G25), \$95 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.

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 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**
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.

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 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

A	1900 — 1710
B	1709 — 1520
C	1519 — 1330
D	1329 — 1140
U	1139 — 0

PROJECTS:

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

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 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 will have to 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 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 seek 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.

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 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 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](#)
- [Health and Wellness Services](#)
- [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.
- [Career Services](#)
- [Technology Services](#)
- [Smarthinking](#)

10 ARTIFICIAL INTELLIGENCE (AI) POLICY

Visual Imagery Creation STRICTLY PROHIBITED:

The use of AI-generated imagery is strictly prohibited in this course. Academic integrity is essential. Assignments that are 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 instructor 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 and may result in a 0 for the assignment, failure of the course, and, if warranted, expulsion from FHSU.



11

COURSE SCHEDULE

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 either in class or on our Facebook and Blackboard pages. We will plan on being on campus unless noted.

DATE	LESSON	PROJECT
January 17 Wednesday	<ul style="list-style-type: none"> • Discuss syllabus • Type Quiz • Readings: "I Am Type" and "I Am Type Revisited" 	
January 19 Friday	<ul style="list-style-type: none"> • Class discussion of reading • Workday (Project 1) 	<u>PROJECT 1: FAMOUS FACES</u> DUE: Monday, Jan. 22
January 22 Monday	<ul style="list-style-type: none"> • Project 1 Due: Famous Faces • Introduction of Project 2: Hierarchy • Typographic Hierarchy video 	<u>PROJECT 2: TYPOGRAPHIC HIERARCHY</u> DUE: Friday, Jan. 26
January 24 Wednesday	<ul style="list-style-type: none"> • Workday (Project 2) 	
January 26 Friday	<ul style="list-style-type: none"> • Project 2 Due: Typographic Hierarchy • Class Critique • Introduction of Project 3: Graphic Design Cookbook Table of Contents 	<u>PROJECT 3: GRAPHIC DESIGN COOKBOOK TABLE OF CONTENTS</u> DUE: Friday, Feb. 2
January 29 Monday	<ul style="list-style-type: none"> • Type Notebook 1 Due • Typography Lecture 	
January 31 Wednesday	<ul style="list-style-type: none"> • Typography Lecture continued • Workday (Project 3) 	

February 2 Friday	<ul style="list-style-type: none"> • Project 3 Due: Graphic Design Cookbook Table of Contents • Class Critique 	*Bring 100-word paragraph on Monday
February 5 Monday	<ul style="list-style-type: none"> • Introduction of Project 4: 5 Squares-10 Inches • Justification Workshop 	<p><u>PROJECT 4: 5 SQUARES-10 INCHES</u> DUE: Friday, Feb. 16</p>
February 7 Wednesday	<ul style="list-style-type: none"> • WORKDAY (Project 4) 	
February 9 Friday	<ul style="list-style-type: none"> • WORKDAY (Project 4) 	
February 12 Monday	<ul style="list-style-type: none"> • WORKDAY (Project 4) • Type Notebook 2 Due • Test Review 	
February 14 Wednesday	<ul style="list-style-type: none"> • TYPOGRAPHY EXAM 	
February 16 Friday	<ul style="list-style-type: none"> • Project 4 Due: 5 Squares-10 Inches • Class critique • Introduce Project 5: Flophouse 	
February 19 Monday	<ul style="list-style-type: none"> • WORKDAY (Project 5) 	<p><u>PROJECT 5: FLOPHOUSE</u></p> <ul style="list-style-type: none"> • Drafts of layouts 1 & 2 DUE: Friday, March 8 • Final layouts 1 & 2 DUE: Monday, March 18 • Layouts 3 & 4 DUE: Monday, March 27
February 21 Wednesday	<ul style="list-style-type: none"> • WORKDAY (Project 5) 	
February 23 Friday	<ul style="list-style-type: none"> • WORKDAY (Project 5) 	
February 26 Monday	<ul style="list-style-type: none"> • Type Notebook 3 Due • WORKDAY (Project 5) 	

February 28 Wednesday	<ul style="list-style-type: none"> • WORKDAY (Project 5) 	
March 1 Friday	<ul style="list-style-type: none"> • WORKDAY (Project 5) 	<p>PROJECT 5: FLOPHOUSE (continued)</p> <ul style="list-style-type: none"> • Drafts of layouts 1 & 2 DUE: Friday, March 10 • Final layouts 1 & 2 DUE: Monday, March 18 • Layouts 3 & 4 DUE: Monday, March 25
March 4 Monday	<ul style="list-style-type: none"> • WORKDAY (Project 5) 	
March 6 Wednesday	<ul style="list-style-type: none"> • WORKDAY (Project 5) 	
March 8 Friday	<ul style="list-style-type: none"> • Drafts of layouts 1 & 2 DUE Corrected layouts due Mon., March 18 	
SPRING BREAK / MARCH 11-15		
March 18 Monday	<ul style="list-style-type: none"> • FINAL LAYOUTS 1 & 2 DUE Please put the files in your individual Google Drive folders • Type Notebook 4 Due 	<p>PROJECT 5: FLOPHOUSE (continued)</p> <ul style="list-style-type: none"> • Layouts 3 & 4 DUE: Monday, March 25
March 20 Wednesday	<ul style="list-style-type: none"> • WORKDAY (Combo layouts) 	
March 22 Friday	<ul style="list-style-type: none"> • WORKDAY (Combo layouts) 	
March 25 Monday	<ul style="list-style-type: none"> • Project 5 Due: Flophouse • Class critique • Introduction of Project 6: Hand lettering 	<p>PROJECT 6: HAND LETTERING DUE: Monday, April 8</p>
March 27 Wednesday	<ul style="list-style-type: none"> • Check out iPads • Hand lettering workshop (Day 1) 	
March 29 Friday	<ul style="list-style-type: none"> • Hand lettering workshop (Day 2) 	

April 1 Monday	<ul style="list-style-type: none"> • Type Notebook 5 Due (final one) • WORKDAY (Project 6) 	PROJECT 6: HAND LETTERING (cont.)
April 3 Wednesday	<ul style="list-style-type: none"> • WORKDAY (Project 6) 	
April 5 Friday	<ul style="list-style-type: none"> • WORKDAY (Project 6) 	
April 8 Monday	<ul style="list-style-type: none"> • Project 6 Due: Hand Lettering • Class critique • Introduction of FINAL: Book Jacket Series Two Ways 	<u>FINAL PROJECT: BOOK JACKET SERIES</u> DUE: Wednesday, May 8
April 10 Wednesday	<ul style="list-style-type: none"> • WORKDAY (FINAL) 	
April 12 Friday	<ul style="list-style-type: none"> • WORKDAY (FINAL) 	
April 15 Monday	<ul style="list-style-type: none"> • WORKDAY (FINAL) 	
April 17 Wednesday	<ul style="list-style-type: none"> • WORKDAY (FINAL) 	
April 19 Friday	<ul style="list-style-type: none"> • WORKDAY (FINAL) 	
April 22 Monday	<ul style="list-style-type: none"> • WORKDAY (FINAL) 	
April 24 Wednesday	<ul style="list-style-type: none"> • WORKDAY (FINAL) 	

April 26 Friday	<ul style="list-style-type: none"> • WORKDAY (FINAL) 	<p><u>FINAL PROJECT: BOOK JACKET SERIES</u> (continued)</p>
April 29 Monday	<ul style="list-style-type: none"> • WORKDAY (FINAL) 	
May 1 Wednesday	<ul style="list-style-type: none"> • WORKDAY (FINAL) 	
May 3 February Friday	<ul style="list-style-type: none"> • WORKDAY (FINAL) 	
<p>MAY 6: NO SCHEDULED CLASSES DURING FINALS WEEK</p>		
May 8 Wednesday	<p><u>FINAL DUE: Book Jacket Series</u></p> <ul style="list-style-type: none"> • Class critique 	

DISCLAIMER

The professor reserves the right to make modifications to this schedule throughout the semester.