

21053 – ARTG 3326 – 001 Graphic Design 4: Typography – Spring 2024

Course title - Graphic Design 4: Typography

Course reference and course numbers - 21053 ARTG 3326 001

Course meeting location - Fox Fine Arts Room 349a (computer lab)

Course meeting times - Mondays and Wednesdays - 1:30pm to 4:20pm

Instructor Name - Professor Anne M. Giangiulio

Office room # - FOXA 347

Office hours - Mondays and Wednesdays - 12:00pm to 1:00pm or by appointment

Phone - 915-747-8612

Email - amgiangiulio@utep.edu

Instructor Introduction

Professor Anne Giangiulio was born and raised in Wayne, PA, about 20 minutes outside of Philadelphia. She received a BA in English from Villanova University. After serving in the Peace Corps in Cape Verde, West Africa, teaching English as a Foreign Language, she returned to Philadelphia and attended Temple University's Tyler School of Art, where she received her MFA in Graphic and Interactive Design. In the Summer of 2004, Giangiulio taught a summer design workshop for Tyler School of Art Temple University's Tokyo, Japan campus. Since moving to El Paso in August of 2004, Giangiulio has been the recipient of many Gold and Silver ADDY awards from the Advertising Federation of El Paso and received honorable mention in the 9th International Biennial of the Poster held in Mexico City in 2006 and was a finalist in 2008 and 2010. In 2009 she was invited as one of only 100 designers worldwide to participate in the poster exhibit *Voices in Freedom* sponsored by the International Biennial of the poster in Mexico City. In 2011 her work was included in *LogoLounge Master Library Volume 3: 3000 Shape & Symbol Logos* by Catherine Fishel and Bill Gardner and in 2012 in *Logolounge Master Library, Volume 4: 3000 Type & Calligraphy Logos* by Catherine Fishel and Bill Gardner. In 2014 she was a finalist for the The Texas Institute of Letters' Fred Whitehead Award for Design of a Trade Book for her design of *Remember Dippy* by Shirley Reva Vernick, published by Cinco Puntos Press. In 2019 she presented her work at The Thirteenth International Conference on Design Principles & Practices, in Saint Petersburg, Russia about teaching design projects that focus on causes or the common good. In 2020, she won first place and in 2021 second place in the International Print Awards presented by Adobe for Annual Reports. In 2022, her work was exhibited at the International Biennial of the Poster held in Mexico City. Her work has been honored many times by Graphis, an international bastion of excellence in design and visual imagery. In addition to designing STUFF, Anne LOVES traveling—favorite trips include Tibet, Nepal, and Italy. She also enjoys hanging out with her husband, daughter Lucia (pronounced the Italian way (Lu-chee-ya) and son Juanito. My portfolio site: www.annegiangiulio.com ***Check out my abbreviated portfolio and other UTEP Dept. of Art professors' portfolios at: www.utep.edu/arts, and student work at: <https://www.utep.edu/liberalarts/art/academic-programs/undergraduate/graphic-design/we-do-graphic-design.html>

ARTG 3326 Graphic Design 4: Typography This course provides basic information regarding various technical problems faced by the graphic designer in terms of typography and page layout. It is a further investigation of effective visual communication with emphasis on typographic problems, such as typography/letter form, symbol design, setting body copy, and headline types; combining type with symbol and layout of the page. The course style can be described as a studio/lab with demonstrations, lectures and outside-class work time. This course will require significant additional work time outside of class. Students should anticipate spending 6 hours in class per week and at least an additional 6 hours outside of class per week to satisfactorily complete this class. This course will utilize and reiterate concepts and terminology previously covered in ARTG 3306 Graphic Design 3 and Foundation Design course work.

Course Prerequisite Information

Students taking ARTG 3326 Graphic Design 4: Typography are required to have a foundation understanding of the Elements of Design, the Principles of Composition, Style, and Content. Additionally, students must have developed fundamental drawing skills and a survey base knowledge of Art History. These skills and knowledge sets are provided through the Department of Art's foundation course sequence including: required prerequisites ARTG 1306, ARTG 2306, ARTG 3316, ART 1301, ART 1302, ART 1303, and suggested completion of ART 1304, ARTH 1305 and ARTH 1306. Student's seeking a prerequisite waiver must contact the instructor.

Course Goals and Objectives

Goals and objectives targeted in ARTG 3326 Graphic Design 4: Typography include:

- Execute several projects (catalog—with a focus on typography and setting large amounts of copy, a poster, logo, etc.)
- Plan a project from beginning (research) to middle (participation in critiques) to end stages (craftsmanship & execution)
- Utilize the knowledge you have gained in previous classes in terms of design principles (like hierarchy, scale, etc.) in order to create designs that are clear and useful to an audience and fulfill a need for a client or purpose / goal you want to achieve.

Course Outcomes

Students who complete this course will have:

- Experience and fundamental competency in planning and designing catalogs, brochures, and posters for diverse clients.

***Note: Competency** is defined, for this course, as a developed understanding and mastery of skills and knowledge needed to complete a task to a successful beginning level. Competency can be demonstrated while designing a project, researching, etc. Competency is a measure of how well you understand and use a process or skill.

Confidence is defined as a student's willingness and self-trust in their own abilities to use the skills and processes learned during this course. Confidence is the element of each student's progress that allows the student to know when help is needed and when it is not. Confidence is built throughout the semester and is demonstrated by the way that a student develops skills or competencies and their willingness to utilize these new skills. Once the student has worked with the process and starts to understand its abilities and procedures the timid feelings are replaced with a sense of control and excitement for the potential of the process as a path for creation.

Assignments

ARTG 3326 Graphic Design 4: Typography is designed around 4 central projects that include:

- **Assignment 1: Technical Assignment** to learn the features of the page layout program Adobe InDesign
- **Assignment 2: History of Design Museum Catalog.** Students are required to heavily research a topic in the history of graphic design and apply that research to the task of designing a fictitious museum catalog. This will utilize InDesign and a grid, displaying competency laying out body copy + imagery in an organized and artful way.
- **Assignment 3: A Poster Project.** Poster topic is at the discretion of the instructor.
- **Assignment 4: TBA** This may be for a real-world client.

Each assignment will be introduced via a presentation by the instructor and a detailed assignment sheet. Each of the 4 assignments must be submitted in a completed condition at the time of the project grading critique. Grades established for these 4 primary project assignments will constitute 60% of the final course grade.

Grading Standards and Criteria

Evaluation of student performance for this course is based upon the following criteria:

- All grades are calculated using percentages and converted into letter grades according to the following scale:
 - 90% & above = A - excellent quality work
 - 80% & below 90% = B - above average work
 - 70% & below 80% = C - average work
 - 60% & below 70% = D - below average work
 - Below 60% = F - unsatisfactory work, failing

Specifically you will be evaluated upon:

- Quality of final work
- Impeccable craftsmanship (includes correct file preparation and formatting for Blackboard class and final presentations)
- Creative concepts / thinking
- Deadlines met in all stages of projects from first sketches through finals
- Attendance and punctuality
- Participation in critiques

Assignments will be given due dates for completion and grades will be given for each assigned task. Late work is not accepted. Improvement in technique and concept is expected along with a high degree of craftsmanship and professionalism.

A signifies that the student has submitted work of the highest possible quality in both concept and execution, has met deadlines throughout the class, has arrived on time (and not left early), and missed no more than 2 classes, and participated in critiques.

B signifies that the student has submitted work of good quality overall or that the student, though excellent in one area, is somewhat weak in another, such as execution. Deadlines, attendance and punctuality, and participation in critiques will also influence this grade.

C signifies that the student has submitted work of average quality overall or that the student, though good or excellent in one area, is significantly weak in another, such as execution. Deadlines, attendance and punctuality, and participation in critiques will also influence this grade.

D signifies that the student has submitted all of the assignments with work of below average or poor quality overall and/or has missed deadlines, missed or was late 3-4 classes, came to class without work, did not show progress and/or desire to improve.

F signifies that the student has failed the course for reasons outlined above.

For your final review you must bring your final, completed projects along with all your sketches. **Failure to show up for your review will result in a failing grade.** If you wish to know your grade standing at mid-semester (after the sixth class week) please let me know. Be prepared to show all of the work you have submitted for class up to that point in time, including sketches.

Materials and Personal Equipment: SEE BLACKBOARD for more supply details

Students Taking **ARTG 3326 Graphic Design 4: Typography** will need to purchase materials and some basic equipment in order to successfully complete this course.

Equipment:

- Best to utilize the free UTEP OneDrive for file storage, or USB Flash drive(s), External hard drive, other cloud subscriptions, to store your digital files.

Materials:

Students will be responsible for supplying:

- An unlined sketchbook (at least 8.5 x 11" in size) in which to sketch ideas, and also in which to take notes. **BRING THIS NEXT CLASS!**
- A folder or pocket in your sketchbook in which to keep class hand-outs/assignment sheets.
- 100 sheet box of Epson photo quality ink jet paper. Get the Super A3/B size (**13"x19"**, **Epson product code #S041069-L**). No glossy paper. You can get this locally at Art Center, 3101 E Yandell, \$59.95/box or \$1/sheet or at OfficeDepot/OfficeMax online for \$42.39. **Get the 3 STAR! NOT THE HEAVIER WEIGHT!!! As always, shop around.**
- For print presentation, you will always mount your projects on black on black (black on both sides) matboard, using your self-healing cutting mat, a metal ruler/straightedge, Xacto knives/blades, with tracing paper, artist tape (at least 3/4" in width), spray adhesive, etc.
- Adobe Creative Cloud: The Adobe Creative Cloud program collection will be available to students of this course provided by the University at no additional cost. If you have not already done so, please check your UTEP E-mail and look for an e-mail with the Subject Line "Access is Granted. Enjoy Creative Cloud All Apps now." **If you have not received this e-mail, please contact Daniel Ramirez with UTEP Technology Support at deramirez@utep.edu for further assistance.**

Required Text: *Meggs' History of Graphic Design*. NEW 6th edition. Wiley, 2016. (2nd, 4th and 5th edition of this book are available in the UTEP library).

In addition there are many books on graphic design and typography on the fourth and fifth floors of the UTEP library. Please take advantage of them! Design magazines such as *Print*, *How*, *Communication Arts*, and *Graphis* also have student discounts you can check out online. The UTEP library also subscribes digitally to them. Older print issues could be found at the basement level (first floor).

Be sure to check to see if the book is available in the library FIRST (by searching in the "MinerQuest Search" or "Classic Catalog").

Required E-Mail Subscription: Please subscribe to receive “The Daily Heller”, a column written by Steven Heller to whatever e-mail address you actually check daily (this should be your UTEP e-mail address). BTW, I will not accept the excuse “my UTEP mailbox doesn’t work because it is full”...it is your responsibility to clean it out in case I send out class e-mails throughout the semester. Steven Heller has been writing for PRINT magazine since 1982. He is the co-chair of the MFA Designer as author program at the School of Visual Arts. For 33 years, he was an art director at *The New York Times*. He has authored or contributed to more than 100 books on design and popular culture. Logon to: <https://www.printmag.com/the-daily-heller/> and subscribe to get into the design world.

Attendance and Participation

Attendance, punctuality, participation and appropriate class conduct are considered performance criteria for this class. Failure to perform to required standards will result in strong grade penalties and can cause failure of this course.

Attendance Policy

Each student is permitted 3 absences during the semester without penalty. Students with more than 3 class absences should consider dropping this course and retaking it at a time when the student can commit the proper attention to the course. Your regular attendance is required and roll will be taken each class period. It is important that you attend each class and on occasion, bring materials to class with which to work. Ideas discussed in lectures, demonstrations, slides, and critiques are impossible to make up. Students are encouraged to stay and work after class. Grades will be lowered by excessive absences.

- **Late to class (arriving after the roll is taken) constitutes one half of an absence. That is, 2 tardies = 1 absence.**
- **4 absences =1 grade lower (i.e. with 4 absences an A becomes B, D becomes F, etc.). That is, each unexcused absence after 3 will result in the final course grade being lowered 1 full letter grade. Absences after the first 3 can be excused only if the first 3 absences are excused.**
- **Five absences will automatically result in a final grade of “F” regardless of the quality of the work and you will be dropped from the class. If you miss five or more classes you may be withdrawn from the course.**
- **Not presenting work or participating on a critique day = 1 absence.**
- Excused absences are defined as documented (doctor note required) illness or serious illness or death in the immediate family (documentation / obit link required).
- Leaving class early is regarded and graded as a tardy (1/2 absence). All students are required to attend class on-time and to remain in class the entire time. Entering class late and leaving early is disruptive to the learning environment.
- Coming to class unprepared or attending class and not working is regarded as absent.
- Information missed during an absence is the sole responsibility of the student. Plan ahead and arrange to get notes from a trustworthy classmate, etc.
- **DON'T FALL BEHIND AND IF YOU FEEL LIKE YOU ARE, TALK TO ME.** If you begin to fall behind at any point during the semester, come see me immediately. Do not wait until the final review to inform me of any problems you may be having.

Course Participation

- **SHARE YOUR OPINIONS, DON'T BE SHY.** This will prepare you for working and communicating with clients one day!
- Participation in critiques is required for this course and will count favorably in your grade. However, participation in critiques will not help the grade of anyone who is not attending all classes and not showing work of an acceptable standard.
- Development and execution of class projects must be done utilizing all class meetings. Projects executed solely out of class will not be accepted.
- Participation in the collaborative group environment of the graphic design studio (aka, this class) is essential to the successful completion of this course.

Class Conduct

- Students must act in a safe and reasonable way at all times in the studio.
- Children and pets are not permitted in the studio.
- **NO CELL PHONE USE, OR (for classes held in computer lab) TEXTING OR NON-CLASS-RELATED BROWSING DURING CLASS TIME.**
- If you absolutely need a cell phone for an emergency just leave the ringer off. Texting and browsing are also very distracting to the other students in classes held in the computer lab, however, you may browse if you are researching directly for your project.
- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.

Late assignments, Make-up Work and Exams

Late assignments, make-up work and make-up exams are only afforded in the case of excused absences by arrangement and approval of the instructor.

Incompletes, Withdrawals, Pass/Fail

- Incompletes or “I” grades will be considered for students completing satisfactory or better work and having serious legitimate situations beyond their control requiring additional time to complete the course requirements. All “I” grades are at the discretion of the instructor and the approval of the Department chair.
- Students hold the full responsibility for withdrawing from this course if that procedure is elected. Withdrawals must be completed on or before the final date to drop a course with a W. Students missing this deadline will be issued a grade for the performance in the course.
- ARTG 2326 Graphic Design 2 is a grade-based course and is not available for audit or pass/fail options.

Cheating/Plagiarism

Cheating is unethical. Plagiarism is using information, art, or wording in a paper or design without giving credit to the source: it is also not acceptable. FOR PURPOSES OF THIS GRAPHIC DESIGN CLASS, ACADEMIC DISHONESTY INCLUDES TAKING OR TRACING IMAGES, IDEAS OR DESIGNS FROM THE INTERNET OR OTHER DESIGNERS AND CLAIMING THEM TO BE YOUR OWN WORK. Do not submit work under your name that you did not do yourself. AI may be used to generate ideas or even looks, but the final result must be 100% controlled by you, the designer, and not left to the whim of a robot. You may not submit work for this class that you did for another class. If you are found to be cheating or plagiarizing, you will be subject to disciplinary action, per UTEP policy. Refer to <https://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html> for further information.

Use of AI tools in this class

Each student is expected to use critical and creative thinking skills to complete tasks and not RELY SOLELY on computer-generated ideas. That said, use of AI technologies or automated tools, including generative AI such as ChatGPT or DALL-E, IS permitted in this class. However, if using any of these tools, students must properly cite and give full credit to the program used upon submission of every relevant assignment. For example, text generated using ChatGPT must be cited like this:

Chat-GPT(version). Date of query (year/month/day). "Text of your query."

Generated using OpenAI. <https://chat.openai.com/>

A short paragraph describing how the tool(s) was/were used for the assignment must be included.

AI allowed with proper acknowledgement.

PLAGIARISM DETECTING SOFTWARE

Some of your course work and assessments may be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

COURSE RESOURCES: Where you can go for assistance

UTEP provides a variety of student services and support, including a food pantry on campus. Please refer to the QR code below for a listing of campus resources:



Use this space to doodle and / or take notes...

*****Course Planning Calendar***** — Mondays and Wednesdays Spring 2024

January

W - 17 - First day of Class: Introduction & **Assignment 1 given:**

Learning InDesign: 3 Exercises That'll Help

Assignment 1 work in class

M - 22 - Assignment 1 work in class

W - 24 - Assignment 1 work in class + **Assignment 2 given: History of Design Museum Catalog,**

Class Lecture: History of Design Begin Researching

M - 29 - Assignment 1 due, Assignment 2 **BRING RESEARCH BOOKS TO CLASS** & work in class

W - 31 - Assignment 2 research & work in class, PAPER TOPIC DUE

Spring Census Day. Note: This is the last day to register for classes. Payments are due by 5:00 pm.

February

M - 5- Work on Assignment 2 RESEARCH PAPER

W - 7 - Assignment 2 PAPER ON YOUR TOPIC DUE

M - 12 - Revision of paper, **Class Lecture: The Grid**

20TH CLASS DAY. NOTE: STUDENTS WHO WERE GIVEN A PAYMENT DEADLINE EXTENSION WILL BE DROPPED AT 5:00 PM IF PAYMENT ARRANGEMENTS HAVE NOT BEEN MADE.

W - 14 - ♥ Assignment 2 first round of comprehensives, review your work/grid in progress on screen in class

M - 19 - Assignment 2 second round of comprehensives, review your work/grid in progress on screen in class, **Class Lecture: Binding**

W - 21 - Assignment 2 third round of comprehensives, review your work in progress

M - 26 - Assignment 2 fourth round of comprehensives, revision of paper, etc.

W - 28 - Assignment 2 fifth round of comprehensives, review of work in progress

March

M - 4 - Work on Catalogs

W - 6 - Work on Catalogs

*****MID-TERM: assess yourself....how are you doing in this class?**

Make an appointment with me if you are not sure, or want to talk.

M - 11 - *****SPRING BREAK—NO CLASS*** (work on catalogs)**

W - 13 - *****SPRING BREAK—NO CLASS*** (work on catalogs)**

M - 18 - CATALOG DUE, **Assignment 3 given: History of Graphic Design Posters,**

Homework: Begin research and get reference materials.

W - 20 - GROUP CRIT. Bring reference materials to crit to show

M - 25 - Assignment 3 second round of comprehensives. Work on posters. I will review your work in progress on screen in class

W - 27 - Assignment 3 third round of comprehensives

R - 28 - Spring Drop / Withdrawal Deadline. Note: Student-initiated drops are permitted after this date, but the student is not guaranteed a grade of

W. The faculty member of record will issue a grade of either W or F. **(not a GD2 class day)**

F - 29 - César Chávez day – No classes **(not a GD2 class day)**

April

M - 1 - Assignment 3 third round of comprehensives

W - 3 - work on posters

M - 8 - I will review your work/grid in progress on screen in class.

W - 10 - Assignment 3 POSTERS DUE, **Assignment 4 Given: CTB posters?** Begin researching, design, etc.

M - 15 - Assignment 4 first round of comprehensives DUE

W - 17 - Assignment 4 second round of comprehensives, I will review your work in progress on screen in class

M - 22 - Assignment 4 third round of comprehensives

W - 24 - Assignment 4 fourth round of comprehensives

M - 29 - Assignment 4 fifth round of comprehensives, Class critique

May

W - 1 - **Final One-on-One Critiques ***LAST DAY OF CLASS*** Assignment 4 due at this time.**

Week of May 6: I am available in my office grading (for any of your questions and further feedback)

*** Please note that the above schedule may vary due to the class and issues which all projects incur.**

ANNE GIANGIULIO

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OFFICE: FOXA 347

PHONE: 747 8612

OFFICE HOURS: Monday and Wednesday 12pm-1pm and by appointment

ASSIGNMENT 1a,b, & c: LEARNING INDESIGN: 3 EXERCISES THAT'LL HELP

Acquiring a mastery of the page layout program InDesign takes the same dedication and time as learning anything else, (remember when you couldn't use the pen tool in Illustrator?!), but with patience and perseverance, you'll soon be a pro. These exercises are meant to help you get your InDesign feet wet and discover all the amazing InDesign features you need to know in order to lay out a page for a client—be it for a brochure, a trifold, a catalog, etc. That's right, you would never use a program like Illustrator to lay out a 50-page book, as InDesign was made especially for that purpose. InDesign also gives you the most features and options for working with typography. After you become more familiar with it, you'll probably find more uses for InDesign that you didn't even know existed before. In-Lab class lectures are extremely important in order to complete these assignments, **DO NOT MISS CLASS AND BE SURE TO TAKE CLEAR NOTES IN YOUR DESIGNATED CLASS SKETCHBOOK AND ASK QUESTIONS!**

Assignment 1a: Wedding Invitation

Assignment 1b: Gettysburg Address

Assignment 1c: Reading Proofer's Marks

TIME LINE:

Wednesday, January 17

Class Intro / Assignment 1a, b, c given

Monday, January 22

Class in Computer Lab, InDesign demonstration/lecture

Wednesday, January 24

Class in Computer Lab, InDesign demonstration/lecture
work in class.

Monday, January 29

Class in Computer Lab, InDesign demonstration/lecture
work in class.

Wednesday, January 31

Assignment 1 due.

ALL three files will be named in the following manner:

yourlastname_wedding.indd

yourlastname_gettysburg.indd

yourlastname_proofer.indd

(If someone else in the class has the same last name as you, please also include your first initial— i.e. LopezK_wedding.indd)

THEN, you will ZIP the three files together, so you will only be attaching ONE FILE—the zipped file—to your email.


TITLE THE FILE: <YOURLASTNAME>.ZIP, i.e. "Lopez.zip"

The 3 InDesign files need to be e-mailed to me before class begins on January 31 to be considered ON-TIME.*** I will see the email time stamp telling me if it was sent on time or late. Grade is reduced for late work.

PLEASE, PLEASE. PLEASE pay attention when you are attaching files to e-mail to me (and to clients when you are out in the job world). Send the correct files the first time. Don't drive me nuts re-sending corrected files two, three or four times. Yes, students have actually done this in the past.

ARTG 3326 Graphic Design 4
ANNE GIANGIULIO
Assignment 1a: Wedding Invitation

1. File size: 4.5" x 9.5"
2. Margins: .5"
3. Typeface: Use a typeface with a 2-story a and a 2-story g.
4. Set text line for line. Use soft returns to create the line endings. Center text horizontally. Search through your available typefaces to find a glyph that would be appropriate to insert.
5. Justify the text vertically using Text Frame Options. Use shortcut key, Cmd+B (Mac) or Ctrl+B (Windows) to access Text Frame Options—don't use the context menu.
6. Proof for the following:
 - Typographer's quotation marks
 - Use of dashes and hyphens
 - Date/times/names correct
 - Spelling/correct copy
 - Turn on hidden characters and check that lines end with soft returns and that there are no double space bands.
7. Type your name and the project number at the bottom of the text as shown in the example. Print the project.

Joe King
and
Bell E. Flopp
invite you to
share their joy
as they are
united in marriage
on Saturday, May 15, 2005
3:00 p.m.
at the
Winschel-Harris Wedding Chapel
300 North Broadway
Oconomowoc, Wisconsin.

Dinner will be served from
4:30 – 10:00 p.m.
at the
“Blue Eagle” American Legion Hall
301 North Broadway
RSVP—regrets only
Type your name here
Assignment 1a: Wedding Invitation

1. File size: 8.5" x 11." All margins 0
2. Draw a 4.5" x 9.5" text frame with a .5" text inset. Position the frame approximately in the center of the page.
3. Typeface: Adobe Garamond Pro 12/19. If you don't have Adobe Garamond Pro look through your font collection and find a similar face.
4. Type the copy. Watch your spelling. Do not set the text line for line! Let the words automatically wrap to the next line.
5. Encode the following:
 - Insert a glyph between Lincoln's name and the date of the speech
 - Encode a drop cap in first paragraph of body of speech.
 - Encode .1875" space after all paragraphs. Use a soft return after **The Gettysburg Address** so that it is not an individual paragraph with .1875" space after.
 - Turn off hyphenation
 - Check for proper em dash in text
 - Balance ragged lines
 - Turn on optical margin alignment
6. Proof for the following:
 - Check the em dashes in the last paragraph.
 - Turn on hidden characters and check for double space bands.
7. Type your name and the project number at the bottom left side of the page as shown below.

Your name here
Assignment 1b: Gettysburg Address

The Gettysburg Address
Abraham Lincoln ☞ Nov. 19, 1863

Fourscore and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation or any nation so conceived and so dedicated can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting-place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But in a larger sense, we cannot dedicate, we cannot consecrate, we cannot hallow this ground. The brave men, living and dead who struggled here have consecrated it far above our poor power to add or detract. The world will little note nor long remember what we say here, but it can never forget what they did here. It is for us the living rather to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain, that this nation under God shall have a new birth of freedom, and that government of the people, by the people, for the people shall not perish from the earth.

Set in Myriad Pro Semibold Cond
14/17 X 20
space after P p5

tr Choosing Portfolio Pieces

It goes without saying, that all the pieces in your book should be strong. 1/1/2 pieces that demonstrate your range of abilities is a good starting number. / Your first piece should knock their socks off! / And the last piece should also leave a great impression.

Choose pieces that are excellent examples of design, use of color and type, and technique. Do not include a poorly-designed piece because of its sentimental value. / For instance, don't include your first feeble attempt at contour drawing from Drawing 101, even if you received a grade of A. Poor pieces dilute the impact of an otherwise strong book.

Myriad Pro Cond
10/11 X 20
space after P p5

ARTG 3326 Graphic Design 4
ANNE GIANGIULIO
ASSIGNMENT 1c: Reading Proofer's Marks

1. File size: 8.5" x 11." All margins 0
2. Read the notations and proofreader's marks on the copy above.
3. Set the copy according to the markup.
4. Write your name and the project on the bottom of your page.
5. Proof carefully.

Your name here
Assignment 1c: Reading Proofer's Marks



PROOFREADER'S MARKS

Desktop Publishing

CORRECTION	TEXT MARK	MARK IN MARGIN	CORRECTION	TEXT MARK	MARK IN MARGIN
INSERT TEXT	be or to be	to/not	RUN ON (NO NEW PARAGRAPH)	to me. <u> </u> The point is	no ¶
REPLACE TEXT	to be or not the be	to	MOVE TO NEXT LINE	she could not <u>re-</u>	runover
DELETE TEXT	it's a a beautiful day	∫	MOVE UP FROM NEXT LINE	she could not re- cover from it	moves up
DELETE TEXT	he's a simple boy	∫	WRONG FONT	that <u>beautiful</u> day	wf
DELETE/CLOSE SPACE	it's a beautiful day	∫	TRANSPOSE LETTER	he was not <u>in</u> error	tr
LEAVE UNCHANGED	he was <u>not</u> in error	STET	TRANSPOSE WORD	he <u>not was</u> in error	tr
INSERT PERIOD	to me. The point is	⊙	MOVE TEXT	He <u>tried to call her</u> (immediately)	tr
INSERT COMMA	red, white and blue	⊙	CENTER TEXT]The End[center
INSERT COLON	three groups, the	⊙	INDENT TEXT]In the beginning	indent
INSERT SEMI-COLON	he said; she said	∧	NO INDENTATION	[In the beginning	flush
INSERT APOSTROPHE	it's a beautiful day	∨	MOVE TEXT RIGHT	1999 Financial Plan]	
INSERT QUOTATIONS	"Wow," she said	∞/∞	MOVE TEXT LEFT	[1999 Financial Plan	
INSERT SINGLE QUOTES	'Wow,' she said	∨/∨	LOWER TEXT	She has a <u>big</u> heart	
INSERT PARENTHESES	it was <u>the time</u> of	∕ / ∕	RAISE TEXT	She has a <u>big</u> heart	
INSERT BRACKETS	it was <u>the time</u> of	∕ / ∕	ALIGN TEXT/COL. VERTICALLY	to me and the others. The point is that	
INSERT ELLIPSIS	And so it goes...	⊙⊙⊙	ALIGN HORIZONTALLY	She has a big heart	align
INSERT LEADERS	1999 Wine List	⊙⊙⊙⊙	ADD SPACE	She has a big heart	#
INSERT HYPHEN	he had red-eye	=/	CLOSE UP SPACE	She has a big heart	⊖
MAKE ITALIC	he was <u>not</u> in error	(ital)	EQUALIZE SPACE	She has a big heart	eq #
MAKE BOLD	he was <u>not</u> in error	(bf)	SPELL OUT	She weighed 20 <u>lbs</u>	sp
MAKE BOLD ITALIC	he was <u>not</u> in error	(bf + ital)	INSERT EM DASH	Space, the final frontier	—
MAKE ROMAN	he was <u>not</u> in error	(rom)	INSERT EN DASH	during 1996-1999	-
MAKE LIGHT FACE	he was <u>not</u> in error	(lf)	INSERT LEADING	He tried to call her <u> </u> but she was not home	#
CAPITALIZE	Sam Kennedy said	(cap)	DECREASE LEADING	He tried to call her <u> </u> but she was not home	reduce #
MAKE SMALL CAPS	he lived in 300 <u>B.C.</u>	(sc)	REMOVE UNWANTED	but she was <u>not</u> home	⊗
CAP & SMALL CAP	<u>Julius Caesar</u>	(cap + sc)	ADD RULE	<u>The Big Chill</u>	2 pt rule
MAKE LOWER CASE	SAm Kennedy said	(lc)			
MAKE LOWER CASE	Sam KENNEDY said	(lc)			
SUPERIOR	E=MC ²	2 OR (sup)			
INFERIOR	comprised of H ₂ O	2 OR (sub)			
NEW PARAGRAPH	to me. ¶ The point is	¶			

There are 12 points in 1 pica.

For many, the measurement system of choice for typesetting and publication design is picas and points.

- A **point** is a unit of measurement that is the standard for measuring type and is used for measuring depth of printing. One point is equal to .013836 of an inch and 72 points are approximately 1 inch.

- A **pica** is a typesetting unit of measurement commonly used for measuring lines of type. One pica equals 12 points. There are 6 picas to an inch.

- A standard US letter size page is 8.5 by 11 inches or 51 by 66 picas. (6 picas are approximately 25 mm)

- The letter p is used to designate picas as 1n 22p or 6p. With 12 points to the pica, half a pica would be 6 points written as 0p6. 17 points would be 1p5 (1 pica = 12 pts, plus the leftover 5 pts).

GRAPHIC DESIGN
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PHONE: 747 8612
OFFICE HOURS: Monday and Wednesday 12pm-1pm and by appointment

Tell me a little bit about yourself:

NAME.....

DATE OF BIRTH (mm/dd/yyyy).....

MAILING ADDRESS.....

.....

TELEPHONE #

E-MAIL

(all UTEP students are required to have a UTEP e-mail address to receive official university announcements. I will also occasionally need to make announcements to the entire class via UTEP webmail and you'll be responsible to check it on a regular basis. If you do not already have a UTEP e-mail account, establish one immediately and inform me of that e-mail address ASAP.)

1.) Why are you taking this class?

2.) Who is your favorite graphic designer?

3.) What is your favorite band(s)/type of music?

4.) What is the last book you read?

5.) What is your favorite / most used emoji?

6.) What is your favorite brand or website or online store(s)?

7.) How do you get your news / stay abreast of current events (i.e. tell me the news SOURCE—don't just say "online")?

8.) What is your favorite movie(s)?

9.) Think of the best teacher you ever had. Why were they great?

10.) Tell me one more interesting fact about yourself (use flip side if you need more space):

Graphic Design 4 syllabus acknowledgement and course contract acceptance

Course - 21053 ARTG 3326 001

Semester - Spring 2024

Instructor - Anne M. Giangiulio

I have received and reviewed the attached syllabus. I have had the opportunity to ask questions for clarification and I understand and agree to the conditions of this syllabus.

Name (print clearly) _____

Signature _____

UTEP Student ID #: (8xx) _____