ARTG 3326
GRAPHIC DESIGN 4: TYPOGRAPHY
HYBRID/ONLINE

Course Info
Course title: Graphic Design 4: Typography
Course meeting location: Fox Fine Arts
Rm 353 (studio) & 349B (computer lab)
Course meeting times: MW 8:30 am – 11:20 am
Course Semester & Dates: Spring 2022
January 18 – May 5, 2022

Instructor Contact Info
Instructor name: Jacob Muñoz
Office #: Fox Fine Arts A348
Office hours: TR 12:00 pm – 1:00 pm
by Appointment
Instructor email: jmunoz8@utep.edu

Academic Calendar/Spring 2022
Jan 18th–Spring classes begin
Jan 18th–21st–Late Registration (Fees are incurred)
Feb 2nd–Spring Census Day
Note: This is the last day to register for classes. Payments are due by 5:00 pm.
Feb 14th–20th Class Day
Feb 18th–Graduation application deadline for degree conferral
Mar 14-18th–Spring Break– NO CLASSES
Mar 25th–Cesar Chavez Holiday–NO CLASSES
Apr 1st–Spring Drop/Withdrawal Deadlines
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.
Apr 15th–Spring Study Day
May 5th–Spring – Last day of classes
May 6th–Dead day
May 9-13th–Spring Final Exams
May 14-15th–Spring Commencement

Instructor Introduction
Your instructor for this course, Jacob Muñoz, has been designing for over a decade. He holds two degrees including a BFA from the University of Texas at El Paso with a major in Graphic Design and a minor in Drawing and his MFA form New Mexico State University majoring in Graphic Design. Prior to becoming an Instructor, Jacob Muñoz has designed for a number of Design Studios and Ad Agencies in the El Paso area. Apart from teaching, Muñoz has been an acting freelance designer for Substance, El Paso Chili Company, Ysleta del Sur Pueblo, and Tigua Inc. respectively.

Course Description
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 image and layout of the page. Course style can be described as a "hands on" studio/lab with demonstrations, lectures and in-class work time. In-class work time is structured in order to provide individualized instruction and assistance with the design process. This course will require significant additional work time outside of class. Students should anticipate spending at least 5 hours 40 minutes in class per week and an additional 6-9 hours outside of class per week to satisfactorily complete this class. This course will utilize and reiterate concepts and terminology previously covered in ARTG 3316 Graphic Design 3 and Foundation Design course work.

COVID-19: For Fall 2021 semester, this course is scheduled to meet in-person in the designated lab and studio spaces. Please know that if circumstances change, alternative meeting accommodations may be arranged, pending further notice. (see side bar: **COVID-19 CONTINGENCY PLAN (OUTBREAK/LOCKDOWN)**

Course Prerequisite Information
Students taking ARTG 3326 Graphic Design 4: Typography are required to have a foundation understanding of the Elements of Design, the Principals of Composition, Style, and Content. Additionally, students must have developed fundamental drawing skills and a survey based knowledge of Art History. These skills and knowledge sets are provided through the Department of Art's foundation course sequence including: required prerequisites ARTG 2306, ARTG 2326, ARTG 3316, ARTF 1301, ARTF 1302, ARTF 1303, and suggested completion of ARTH 1306, ARTH 2313 and ARTH 3305. Student's seeking a prerequisite waiver must contact the instructor.

Course Objectives
Goals and objectives targeted in ARTG 3326 Graphic Design 4 include:
• A practical and real world introductory experience in the development (research) and execution of a graphic design problems like the design of a poster, one page to two page layouts, catalog design etc., with a focus on typography and setting large amounts of copy.
• Development of improved self expression, creative thinking, planning skills, and time management.

Course Outcomes
Students who complete this course will have:
• Experience and fundamental competency in planning and designing for a diverse group of 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.

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CONDUCT IN THE ONLINE CLASSROOM

The same guidelines followed in a face to face classroom should be followed in the online classroom plus specific rules required for an online environment. Please follow the rules of Netiquette stated on the last page of the syllabus. Also, refer to Student Expectations & Responsibilities. Persistent disruptive behavior may result in an inquiry conducted through the Office of the Dean of Students, disciplinary action, or failure of this course.

COURSE PARTICIPATION

• Participation in all discussions, in-progress critiques, and critiques on mandatory meeting days is required for this course.

• **Development and execution of class projects must be done on your own time, so time management is essential!**

• Participation in all mandatory meetings, in-progress critiques, and final (project) critiques is essential to the successful completion of this course.

• Everyone enrolled in this course is expected to behave in a professional manner. Your classmates are your colleagues; treat them with the respect they, and you, deserve. Disruptive and/or inattentive behavior is inappropriate; as a rule, such behavior will be treated as an absence.

• The class will meet several days of the week (through Zoom/Bb Collaborate) to help facilitate works-in-progress, critiques, and answer any questions.

• **Zoom/Blackboard will be the online platform for students to engage with the**

ASSIGNMENTS

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

• Assignment 1: Technical Assignment to learn the in-depth features of the page layout program Adobe InDesign

• Assignment 2: Two-page Spread, dynamics of page design and layout

• Assignment 3: Tri-fold Brochure, dynamics of interactive (physical) page design and layout

• Assignment 4: 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, utilizing InDesign and a grid displaying competency laying out body copy + imagery in an organized and artful way.

• Assignment 5: Poster project. Poster topic is at the discretion of the instructor (for a UTEP entity or another topic in the history of graphic design)

• Assignments are evaluated according to both concept and execution. In general, except where noted, both have equal weight in determining the grade for that assignment.

Good ideas cannot overcome poor execution, and strong execution will not save a weak idea.

• Concept is determined by four related criteria: originality, clarity, relevance, and memorability. Execution is determined by overall craft, layout, typographic treatment, color treatment, thoroughness, and presentation. When several pieces or a series are assigned, consistency and coordination are also considered. Note that presentation plays a significant role. The care and concern shown in preparing work for presentation can determine the success or failure of the project.

• Anticipate work-in-progress critiques, when appropriate, on projects outlined above. Note that work presented during in-progress critiques will be factored into the final grade for those projects. Therefore the final grade for each project includes not only the final, formal critique, but also work leading up to that critique.

• In addition to the above criteria, class participation, attendance, and performance improvement will be considered in the final evaluation. When the overall grade is on the cusp, these factors can play a positive or negative role.

Critiques are an essential part of the evaluation process. Everyone is expected to participate in critique of their own work and the work of others.

ARTWORK DELIVERY

Students are to use Blackboard email and Projects (found on Bb Home page) to upload PDF files of your work. All correspondence for the course is through Bb email! When submitting in-progress work (sketches, ideas, etc.) will be saved as a PDF unless otherwise noted. ALL FINAL design work will be saved as a PDF and submitted to the Project in Blackboard for grading. Any projects submitted to my UTEP email will not be graded. Be sure when sending PDF files that your type is outlined and that any JPEG's (images/sketches) are not included in the file (files get too large to email).

**When submitting a file, name accordingly: LastNameFirstName_ProjectName.pdf

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.

Course Calendar: Each assignment will be introduced via a presentation by the instructor and a detailed assignment sheet. Each of the 5 assignments must be submitted in a completed condition at the time of the project grading critique.

GRADING STANDARDS AND CRITERIA

Definition of grades:

A represents outstanding work and is reflective of works and performance of exceptional ability and absolute quality.

B stands for above average performance, going beyond expectation.

C is for average and adequate work that fulfills requirements and expectations (the majority of students start at this level). This is the minimum grade required to continue on to the next graphic design level. A "C" will not be given for simply turning in projects on time or for just showing up to class!

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*LAST UPDATED: SPRING 2022. SYLLABUS IS SUBJECT TO CHANGE WITH PRIOR NOTIFICATION.

- instructor.
- All correspondence will be through Blackboard email and only Bb email! All email sent to my UTEP email will not be answered.
- All final project files must be uploaded to the Project in Blackboard for grading.
- Plagiarism in any form will not be tolerated. Work completed in another class may not be substituted for work assigned in this class, and will be treated as plagiarism. See the note concerning University policy below.
- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.

STUDENT EXPECTATIONS & RESPONSIBILITIES

- You will log into Blackboard on a daily basis to complete course work, check for communication, and/or announcements.
- You will respect your learning environment, instructor, and classmates.
- You will follow Netiquette guidelines
- You will exhibit appropriate and civil behavior at all times. Disorderly conduct will result in a possible referral to the Chair of the Art Department or the Dean of Students.
- You will respect others' opinions even if you disagree with them.
- You will use respectful and proper language when communicating with your instructor and/or classmates.
- You will use proper communication skills in your writing.
- Always use proper grammar, spelling, sentence structure and organization in your writing.
- You will take ownership of your learning experience. Grades are not given, they are earned.
- The effort you put forth in the course will determine your final grade.
- Your current course grade will always be available through My Grades on Blackboard.

If you are struggling in class, do not hesitate to contact me. Do not wait until the end of the term to ask for help.

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D represents less than average performance and is considered underachieved. Credit given.

F is for unacceptable performance. The student will receive no credit.

I 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, with the approval of the department chair and the dean.

W the withdrawal option must be completed on or before the final drop date (April 1, 2022). Students hold the full responsibility for withdrawing from this course if that procedure is elected. The instructor may recommend a student to withdraw but is not responsible to withdraw a student from the class.

ARTG 3326 Graphic Design 4 is a grade-based course and is not available for audit or pass/fail options.

Standard of Evaluation:

1 Quality of work, defined as
- the aesthetic merits of the artwork
- the way the particular problem is solved
- impeccable craftsmanship
- the depth of research
- student's willingness to experiment
- quantity of preparatory works, sketches and thumbnails

2 Participation and involvement in class critiques and discussions (positive attitude)

3 Quality and quantity of visual journals kept in sketchbook

Other Criteria

Students are expected to meet all deadlines. Failure to have work ready for critique will be considered late and will receive a grade of F (see note above: Late assignments, Make-up Work and Exams)! A major part of a studio class is participation with energy, intellectual curiosity and enthusiasm. Non-participation in critique and discussion is considered poor classroom performance and will affect your final grade.

Materials and Personal Equipment

Students Taking ARTG 3326 Graphic Design 4 will need to purchase materials and some basic equipment in order to successfully complete this course. You should have most everything used from previous classes, some additional materials may be needed.

REQUIRED SOFTWARE/HARDWARE

• Computer with working camera/microphone, internet connection
• Adobe Creative Cloud 2021

Required items: IF YOU HAVE SOME OF THESE MATERIALS ALREADY YOU DO NOT HAVE TO BUY THEM AGAIN!
- A pad of Canson Tracing Paper 14" X 17"
- Drawing pad: Bienfang 360 layout pad 50-sheet 14" x 17"
- Sketchbook: Hardbound, sturdy, good quality bond paper (size: 9" x 12" spiral suggested)
- Stainless steel ruler with cork backing, 18" and 36"
- Black markers, assortment of fine, ultra-fine tips, (Uniball, Pentell, Sharpie)
- USB flash memory or other digital storage devices

TECHNOLOGY REQUIREMENTS

Course content will be delivered for the most part via the Internet through email, Zoom and Blackboard. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser.

You will need to have access to a computer/laptop, scanner, a webcam, and a microphone. Mac computers are the

INSTRUCTOR EXPECTATIONS & RESPONSIBILITIES
• Instructor will provide an encouraging and respectful class environment.
• Instructor will cover the material outlined in the course calendar and uphold the stated policies on projects/assignments, critiques, and other items outlined in the syllabus.
• Instructor will grade fairly and keep you informed of your progress in class by returning graded work in a timely manner.
• Instructor will be available online for assistance and or clarification.

GENERAL GUIDELINES
When communicating online, you should always:
• Treat instructor with respect, even in email or in any other online communication
• Always use your professors' proper title: Dr., Instructor, or Prof., or if you in doubt use Mr. or Ms.
• Unless specifically invited, don't refer to them by first name.
• Use clear and concise language.
• Remember that all college level communication should have correct spelling and grammar.
• Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you".
• Use standard fonts such as Times New Roman/ Helvetica and use a size 12 or 14 pt. font.
• Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING.
• Limit and possibly avoid the use of emoticons.
• Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive.
• Be careful with personal information (both yours and other's).
• Do not send confidential patient information via e-mail.

industry standard computer systems in the field of Graphic Design, so I would recommend that if you were planning on buying your own computer that you invest on either the 15", or the 16" MacBook Pro. Make sure you get the Apple Education discount (https://www.apple.com/us-hed/shop/back-to-school).

*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 UTEP Technology Support at helpdesk@utep.edu for further assistance.

You will need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP Help Desk (helpdesk@utep.edu) as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!

BOOKS
• <u>History of Graphic Design</u>, by Philip Meggs 6th Edition **(REQUIRED)**
• <u>Thinking with Type</u>, Ellen Lupton 2nd Edition
• <u>Typographic Design: Form and Communication</u>, Carter, Day, Meggs 5th Edition
• <u>Making and Breaking the Grid</u>, Timothy Samara
• <u>The Elements of Typographic Style, Version 3.2</u>, Robert Bringhurst
NOTE: Additional readings posted or as handouts, may be included pending availability.

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.
• Each absence after 3 will result in the final course grade being lowered 1 full letter grade (i.e. with 4 absences an A becomes B, D becomes F, etc.). After 5 absences you will be dropped from the course.
• Excused absences are defined as **DOCUMENTED** illness/serious illness or death in the immediate family.
• Late to class **(ARRIVING AFTER THE ROLL IS TAKEN)** constitutes one half of an absence.
  That is, 2 tardys = 1 absence.
• All students are required to attend class on-time and to remain in class the entire time. Entering class late (tardy) and leaving early is disruptive to the learning environment and will count as a half-absence.
• 2 half-absences = 1 full absences.
• 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.

CLASS CONDUCT
A successful career in graphic design requires more than talent, skill, and knowledge. By definition, a professional designer observes professional standards. Among other things, these standards demand a commitment to the work and respectful, courteous behavior towards one's colleagues, clients, competitors, service providers, and audience—in other words, everyone. Professional standards should always prevail in the workplace, the studio, and the classroom. Without them, no matter how skilled, a designer is unlikely to achieve success.

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COURSE PARTICIPATION (SEE CLASS COVID SAFETY PROTOCOLS BELOW)

• Participation in all discussions, critiques and class days is required for this course.

• 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 studio is essential to the successful completion of this course.

• Everyone enrolled in this course is expected to behave in a professional manner. Your classmates are your colleagues; treat them with the respect they, and you, deserve. Disruptive and/or inattentive behavior is inappropriate; as a rule, such behavior will be treated as an absence.

• Class time is devoted to the development and execution of class projects, to lecture, class discussion, demonstrations, and critiques.

• Because this is an online hybrid course, students must have their cameras on when the instructor is conducting class. If I cannot see you, you're absent!

• No recording of the class or lectures is allowed unless permission is granted from the instructor!

• **Note:** Cleaning procedures will be in place for both Studios and Computer Labs. Students must wipe down areas upon entering and exiting the Studios/Computer Labs. (see COVID PRECAUTIONS)

COVID PRECAUTIONS

During the current pandemic situation, protective face coverings are strongly recommended. You are encouraged to wear a face covering at all times while on campus, especially indoors and during class. Masks should fit securely over the mouth and nose. You are also encouraged to wash your hands frequently, or use a hand sanitizer. Hand sanitizer stations are available throughout Fox Fine Arts, and sanitizer is always available in the Graphic Design Lab lobby. When using the computer lab, wipe down the keyboard before and after use. Cleaning materials will be available in the lab.

Do not come to class if you are sick. Seek medical attention and stay home. This policy applies to any contagious illness including COVID and seasonal flu. Be aware that Information missed during an absence is the sole responsibility of the student. It is the student's responsibility to stay current with missed work and assignments, and to stay in contact with the instructor regarding health status, recovery, and anticipated return to class. Use your UTEP email account to stay in contact. For complete attendance policy, see Attendance Policy.

THE UTEP PROVOST OFFICE HAS ALSO PROVIDED THE FOLLOWING COVID-19 PRECAUTION STATEMENT

Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations. If you have tested positive for COVID-19, you are encouraged to report your results to **covidaction@utep.edu**, so that the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID-19 testing.

The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

For more information on COVID-19 visit the CDC website:
https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/quarantine.html

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CHEATING/PLAGIARISM

Cheating is unethical and not acceptable. Plagiarism is using information or original wording in a paper without giving credit to the source of that information or wording: it is also not acceptable. Do not submit work under your name that you did not do yourself. 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 catalog policy. Refer to http://www.utep.edu/dos/acadintg.htm for further information.

DISABILITIES/ACCOMMODATIONS POLICY

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the UTEP Center for Accommodations and Support Services (CASS). **Contact the Center for Accommodations and Support Services at 915-747-5148, or email them at cass@utep.edu, or apply for accommodations online via the CASS portal.**

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ARTG 3326 SYLLABUS ACKNOWLEDGEMENT AND COURSE CONTRACT ACCEPTANCE

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.

ARTG 3326 CRN 21454 SPRING 2022

Name (print) _____

Signature _____

UTEP Student ID # 8_____

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