

# LAYOUT, LETTERING & TYPEFORMS



## → 01. | COURSE INFO

№	COURSE NUMBER / SEC. :	GDS-2140. <i>Layout, Lettering, &amp; Typeforms</i>
©	TERM/YEAR :	Spring 2021
›	PREREQUISITES :	ART 1150
▷	CREDIT HOURS :	4 credit studio art class
📅	MEETING TIME(S) :	GDS 2140-01: M/T/TH/F -7:50-9:30 GDS 2140-02: M/T/TH/F -9:45-11:25 { See Group A & B meeting times: <a href="#">&lt;link&gt;</a>
📍	LOCATION :	WILSON 221

## → 02. | CONTACT

👤	PROFESSOR :	CARRIE A. DYER
✉	EMAIL :	<a href="mailto:cdyer@highpoint.edu">cdyer@highpoint.edu</a>
🚪	OFFICE :	Norton 207 [ or Wilson 221 / ARTS 301]
🕒	OFFICE HOURS :	Office Hours by appointment: [NORTON 207 / WIL 221 / ARTS 301] M/T/TH/F: 11:30 - 12:30 W: 8:00 - 9:00
›	DYER SCHEDULE :	<a href="http://www.carriedyer.com/assets/y_dyer_schedule.pdf">http://www.carriedyer.com/assets/y_dyer_schedule.pdf</a>
›	COURSE WEBSITE :	<a href="http://www.carriedyer.com/-t-.html">www.carriedyer.com/-t-.html</a> PASSWORD: _ _ _ _
›	WEBSITE :	WWW.CARRIEDYER.COM

## → 03. COURSE DESCRIPTION

### ***GDS 2140. Layout, Lettering, & Typeforms.***

*This class is an introduction to type as image, typographic organization, and hierarchy. In this course, students learn how to utilize typographic principles including typographic anatomy, classification, and contrast, to better transform visual information. Concepts include type and meaning, analog typeforms, type in the environment, typographic grids, type as illustration, typographic literacy, editorial design, and hand drawn letterforms.. Prerequisite: GDS 1150.*

## → 04. LEARNING OUTCOMES

In this course, students will...

- A.) *\_\_ Students will demonstrate an understanding of typographic techniques through the creation of sophisticated works using both Adobe InDesign and Adobe Illustrator*
- B.) *\_\_ Students will apply typographic specific terminology to design works*
- C.) *\_\_ Students will utilize contemporary typographic processes related to hand lettering (analog) and digital typographic techniques*
- D.) *\_\_ Students will create dynamic design spaces combining typographic language, form, and communication*

## → 05.A. HEALTH & SAFETY

At HPU, our student's health is of great concern. Please read carefully. Students are required to follow Health and Safety protocols from the university and via the CDC. If students are not following protocol, the professor will ask them to comply. This behavior is calculated as a part of the professional behavior and participation grades. If a student does not comply after this warning then non-compliance will affect their Participation, Studio Culture, and Professionalism grade. If you do not follow these rules you will be asked to leave the room. Below are some things to consider and remember to follow carefully.

HPU Policy: Wearing a face mask reduces the risk of COVID-19 transmission and is a step we can all take to care for the members of our HPU family. Therefore, in compliance with applicable federal, state or local orders, at HPU, students are required to wear face masks when indoors in all classrooms, labs, studios, and other public spaces (such as hallways, building entrances, public restrooms, in HPU transportation such as shuttles, and other common spaces). There is not enough evidence to support the effectiveness of masks with one-way valves or vents, gators, or face shields for controlling transmission of the virus, and thus these face coverings are not an acceptable substitute for cloth face masks. Exceptions may be made for the use of face shields with an approved medical excuse or when giving a public presentation in front of a group, as long as there is greater than six feet of distance between speaker and audience.

1.	Prep & Clean-up.	Please clean and sanitize your workstations when you <u>arrive</u> and when you <u>leave</u> with sanitation wipes or spray.
2.	Sanitation.	Sanitize all items where possible with sanitizing wipes or spray before using and after using.
3.	Entering & Leaving.	When entering the classroom wait in a line 6' apart as each student files in. Make sure you have 6' in between you at all times. When leaving the classroom please allow the person closest to the door to leave first, and so on, as you wait make sure there is 6' distance between each of you.
4.	Masks.	Please make sure to keep your mask on at all times during class. Mask must cover mouth and nose at all times.
5.	Social Distancing.	Students are expected to follow social distancing guidelines during class.
7.	6' apart.	Make sure to stay 6' apart at all times.
8.	Touching Surfaces.	In all scenarios students and professor will refrain from touching computer keyboard, screen, etc.
9.	If you need to Eat or Drink?	If you need to Eat or Drink please take a break & leave the classroom and building to locate a well ventilated area outside the building.
10.	If you need to Meet with Professor?	Please email the professor to schedule a meeting or raise hand in classroom. Please do not stand at teaching station waiting for a response unless 6' away. If you stop by for office hours unplanned please know that the professor may be in one of three learning spaces [Wilson 221, ARTS 301, or Norton 207]. So, to ensure a meeting please email professor first.
11.	If you are sick?	If you are sick or don't feel well do not come to class. Please seek medical assistance.
12.	Ask Questions.	If you have concerns or questions communicate with your professor.
13.	Groups.	There will be smaller groups for each class to discuss questions and execute critiques safely. This will help us follow safe social distancing guidelines.
14.	Printing.	Printing is highly recommended for proofing and prototyping graphic design work. However, during Covid-19 printing is not required. We will not be touching and exchanging printed pieces, unfortunately.

→ 05.B.

## RECORDING CLASS MEETINGS POLICY.

Due to our commitment to providing a quality educational experience during the COVID pandemic, the faculty may be recording any and all regularly scheduled class sessions so that they may be available for individuals unable to attend class on any given day. Any audio or video recording in the class by students, including the instructor's lecture/discussion, or other classroom activity, is strictly prohibited unless authorized by OARS or the instructor and students in the classroom. This includes the unauthorized recording and screen shots of online discussions and online breakout rooms.

→ 05.C.

## FLEXIBILITY CLAUS.

The instructor reserves the right to modify the course requirements and other related policies as circumstances may dictate. Even the professor can have an unanticipated emergency, and the university—or the community-at-large—may experience an emergency that requires changing the class schedule or requirements. I don't expect to invoke this clause, but if I do, you will be notified as soon as possible. Any change will also be communicated.

→ 06.

## TITLE IX.

My classroom and office are safe places. Please know you will be supported and heard if you have experienced any form of violence. Also know that you are not alone. There are resources that can help:

- |    |  |  |
|----|--|--|
| 1. | <b>Title IX Coordinator</b>                            | / 336-841-9138 / <a href="http://www.highpoint.edu/title-ix/">http://www.highpoint.edu/title-ix/</a>   |
| 2. | <b>Online Complaint Form</b>                           | You can also report using the online complaint form: <a href="https://cm.maxient.com/reportingform.php?HighPointUniv&amp;layout_id=20">https://cm.maxient.com/reportingform.php?HighPointUniv&amp;layout_id=20</a> |
| 3. | <b>Confidential: The Office of Counseling Services</b> | / Business Hours: 336-888-6352. / After Hours: 336-841-9111 / (Referred by Security) <a href="http://www.highpoint.edu/counseling/">http://www.highpoint.edu/counseling/</a>                                       |

→ 07.

## DIVERSITY & INCLUSION.

I intend that students from all diverse backgrounds and perspectives are well-served by this course. This classroom is structured to be a brave space where we should be able to discuss topics openly. I intend to present materials that are respectful of diversity: race, ethnicity, nationality, gender identity, sexuality, disability, age, socioeconomic status, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know how to improve the course's effectiveness personally or for other students or student groups.

In the Fine Art and Graphic Design fields, we navigate many challenging topics that we discuss to open our minds to different perspectives and ways of thinking. However, I am aware that our world is currently dependent on systems that discourage diversity and encourage systematic oppression. In this course, I intend to be mindful of existing structures within many knowledge domains that we encounter as designers. Within the field, designers are consistently using knowledge from other areas to inform research, ideation, strategy, and development. Within this world, diversity affects a systematic collection of topics surrounding positioning, messaging, markets, and consumer environments. Designers are in positions that hold immense responsibility and power. Some questions to consider include the following. How can designers be responsible and contribute to conversations around race and diversity to help the community create antiracist platforms? How are designers in a position to look at systems and analyze ways to be more equitable, solve problems, and become more diverse? It is essential that as a designer, you are aware of topics that expand outside your own identity and background. Issues that surround diversity are significant as you navigate the professional workspace at design firms and agencies.

## → 08. | ADDITIONAL SUPPORT ◉

I am here for you. If you are attending class on a regular basis as well as completing assignments to the best of your ability I would be glad to schedule a meeting outside of normal office hours for further assistance.

## → 09. | EMAIL / OFFICE VISITS ◉

I check my campus email once a day Monday-Friday. To insure availability, I recommend scheduling an office visit through email 24 hours before the meeting. I am always here to help you. Make sure I know if you need help.

## → 10. | CHANGES *to the* SYLLABUS & SCHEDULE ◉

The course syllabus and schedule are subject to change. When changes occur, the professor will notify students as far in advance as practical and, if applicable, will explain how the changes will affect the calculation of your final grade. Missed class time is the responsibility of the student, including any announced changes to the syllabus or important deadlines during missed times.

## → 11. | STUDENTS *with* DISABILITIES ◉

High Point University is committed to ensuring all students have equal access to all services and benefits at High Point University. If you are a student with a disability and require academic accommodations due to a diagnosed disability, you must register with the Office of Accessibility Resources and Services (OARS) and submit the appropriate documentation. Requests for accommodations should be made at the beginning of a course. Accommodations are not retroactive. Contact us at oars@highpoint.edu or by telephone at 336-841-9026, for additional information. The Office of Accessibility Resource and Services is located on the 4th Floor of Smith Library.

## → 12. | WRITING CENTER ◉

The Writing Center, with locations on the first floor of Smith Library and in the University Center Learning Commons, provides writing assistance for students at any level of study – from freshman to graduate – with any stage in the writing process, from invention through revision. The Center's staff of student writing consultants will be available for appointments Monday through Thursday from 5 to 10 p.m., beginning Tuesday, August 28th. Appointments may be made by emailing writingcenter@highpoint.edu and listing three times when you are available to meet during our regular hours. Alternatively, students may request appointments outside these hours to review their writing with consultants online or at an authorized campus location, and the Center will provide a list of times when individual consultants are available. Writing consultants do not proofread or edit students' papers for them, but they do work with students to help them develop strategies for improving their writing in light of their respective assignments, instructors, and writing styles. For more information, visit the Writing Center itself, or contact the Center's Faculty Coordinator, Dr. Joe Goeke, at jgoeke0@highpoint.edu or (336) 841-9633.

## → 13. | FRESHMAN PORTFOLIO REVIEW ◉

*For Freshman Only:* Applying to the BFA / BA in Studio Art or BFA / BA in Graphic Design students are required to submit a portfolio for evaluation at the end of the spring semester if they wish to pursue a degree in Studio Art or Graphic Design. The portfolio will require projects from this course. If you have already expressed your interest in one of these majors Art or Design Studies Graphic Design, then you will have access to the Blackboard course that allows you to save your work as you progress through the year. If you are Undeclared (or have even declared another major) and think you may want to apply, then please contact Martha Ashley (mashley@highpoint.edu) so that she can give you access to the course. This does not affect your status in your currently enrolled major or prevent you from identifying another major at any time. It does, however, assure you access to the final portfolio submission portal at the end of the spring semester, should you wish to apply. You must complete ART 1050 Fundamentals of Design and ART 1060 Drawing to apply.

## → 14. | RIGHT *to* RETAIN STUDENT WORK ◉

The professor reserves the right to keep digital examples and documentation of student work developed during class for teaching and promotional purposes, and as a teaching portfolio.

## → 15. PROFESSIONAL BEHAVIOR

High Point University students have a responsibility to uphold the University Honor Code, Conduct Code, and all other rules and processes as noted in the Undergraduate Bulletin and the Student Guide to Campus Life. These rules apply to the entirety of the campus, especially in academic spaces (e.g., classrooms, faculty offices). Students should be fully aware of these expectations at all times. Behaviors or methods of communications that hinder an “inclusive environment that encourages the exchange of ideas and the intellectual and creative development of faculty and students” (Mission of the School of Art and Design) will be addressed immediately and tracked via Starfish. The degree of offense could include civility education, withdrawal from the class, or expulsion. The School of Art and Design partners with the Office of Student Life in dealing with these concerns. Faculty will review a student’s record of professional behavior on Starfish when asked to provide recommendation letters for jobs, internships, study abroad, and scholarship applications. In addition, for students interested in applying to the School of Art and Design, a report of appropriate Starfish Flags will be provided to the freshman portfolio review committee and consider as an important aspect of the candidate’s submission and, thus, portfolio review decision.

## → 16. ORIGINALITY + PLAGIARISM

Plagiarism will result in a zero [0] for the project grade, and student can not redo the project. In addition it will be -40% points off the final class grade. Student may be reported to the plagiarism court.

**\*\*\*All Imagery Must be Your Own.** All imagery used for assignments such as photographs, illustrations, drawings, vectors must be created by you and you only. No stock photography, stock illustrations, stock illustrated brushes, free images online, default Adobe Illustrator vectors, or stock vectors. If you use stock brushes they cannot include stock illustrations. If you have a special situation where you can’t get a specific image, like the surface of the moon, you may talk to the professor to request a one-time waiver from this policy. The professor will consider your request. Using other people’s images is a violation of the plagiarism policy and could be considered illegal for a real world project. If you take images off the internet for a real world design project while working for a client you may be subject to legal consequences, be sued, or even terminated from your job. Do not use imagery from the internet for any purpose. If you are studying an image for an illustration you must use 8 different photographs for reference unless they are your own photographs. All collage work must be collaged from your own photos unless otherwise stated. If you are caught using imagery that is not yours you will be violating the plagiarism policy and the honor code.

### Plagiarism & Appropriation in Graphic Design.

“Plagiarism in graphic design [or art] means the unauthorized use or close imitation of existing artwork and the representation of it as one’s own original work. Appropriation refers to the direct taking over into a work of art of a real object or even an existing work of art.”

[ From the Book: Ethics: A Graphic Designer’s Field Guide, <<http://www.ethicsingraphicdesign.org/legalities/plagiarism-and-appropriation/>> ]

### Examples of Plagiarism.

<<https://drive.google.com/drive/folders/1CvD70rDQn7ET5vXxvuSkyPy08xrAGa0y?usp=sharing>>

**Academic Integrity & the University Honor Code.** All classes offered by the School of Art and Design adhere to the policies and procedures regarding the university’s Honor Code found in the High Point University Student Guide to Campus Life (see below) (<http://www.highpoint.edu/campuslife/documents/GuideToCampusLife.pdf>). You are responsible for being fully aware of the contents of this document. The professor will discuss the definitions of plagiarism as it relates to this particular course. When in doubt, always ask before submitting an assignment, project, exam or any other product to be evaluated.

- \_\_1. Upon the first offense, the student will receive a grade of zero (0) on the assignment with no chance to re-do the assignment. An Honor Code Incident Report will be filed with the office of the Provost/Vice President for Academic Affairs.
- \_\_2. Upon the second offense (even if the first offense was in a previous course outside of the School of Art and Design), the student will automatically fail the class and a grade of FH recorded on the transcript. An Honor Code Incident Report will be filed with the office of the Provost/Vice President for Academic Affairs. The university has the authority to also suspend the student for the semester. With all 2nd infractions, an educational citation workshop will be mandated.
- \_\_3. For additional information on the third infraction, refer to the Student Guide to Campus Life (pp. 65-66). Honor Code

We, the students of High Point University, believe that honesty and integrity are essential to student development, whether personal, social, or academic. Therefore, we assert that:

- Every student is honor-bound to refrain from conduct which is unbecoming of a High Point University student and which brings discredit to the student and/or to the University;
- Every student is honor-bound to refrain from cheating;
- Every student is honor-bound to refrain from collusion;
- Every student is honor-bound to refrain from plagiarism;
- Every student is honor-bound to confront a violation of the University Honor Code;
- Every student is encouraged to report a violation of the University Honor Code.

## → 17. | EXPECTATIONS & BEHAVIOR

### A. EXPECTATIONS.

#### 1. **\*ALL IMAGERY MUST BE YOUR OWN:**

[See policy in previous section.]

2. **ANY WORK** that is **NOT COMPLETED DURING CLASS** should be **COMPLETED FOR HOMEWORK**: If for some reason you do not complete your work during class you are required to complete this work for homework.

3. **HOMEWORK**: All homework assignments are due the following class period unless otherwise noted.

4. **SKETCHBOOK**: Always bring your sketchbook and materials with you to class.

5. **TECH RULE OF 3**: Although you are never discouraged from asking questions you are required to have evidence that you have searched the Internet and investigated three different sources before you ask a software / tech question. This policy was adopted to teach you how to adapt to evolving technology and new software. In the field of graphic design, it is essential that you know how to research and learn new tech skills through self-directed research.

6. **TECHNICAL ISSUES**: Technical Issues in the lab should be reported to the OIT Ticket System. Please see link below for information.

\_\_URL:  
<https://highpointuniversity.service-now.com/help?id=main>

### B. CLASSROOM BEHAVIOR.

1. **PREPARE FOR CLASS**: Any student who arrives to class without the necessary supplies for that day's activities will be asked to leave.

2. **KEEP YOUR WORK**: Graded work should be removed from the classroom immediately. Any work remaining in the classroom may be thrown away.

3. **BE PROFESSIONAL**: Students are expected to conduct themselves in a professional and mature manner. Any student continuing with disruptive behavior may be asked to leave the classroom.

4. **BE PRODUCTIVE**: Any student who chooses to sleep in class or to devote class time to inappropriate activities will be asked to leave and/ or be considered absent. These activities will also adversely affect the "class participation" percentage of his or her final grade.

5. **CLEAN**: Students are expected to clean up after themselves after each studio period. Students who fail to follow this clean-up policy should expect a reduction in their final grade.

6. **TEXTING**: Frequent texting and instant messaging are prohibited during class.

7. **MUSIC**: Personal music devices are acceptable during studio work time as long as they do not pose a distraction to others. Students using personal music devices are still responsible for being part of the class and for any announcements made during the class.

8. **FOOD & DRINK**: No Food or Drink in the classroom. If you need to drink or eat please take a break or wait till we have an in-class break.

9. **FOLLOW LAB RULES**. See LAB RULES.

## 18. ATTENDANCE

**A. Department Attendance Policy:** Attendance, whether in person or online, is crucial to your success in this course. While every absence will be recorded, your professor will raise a Starfish flag for every two absences. It is very important that you communicate with your professor regarding your absence as soon as possible. Providing legitimate documentation for each absence will be required. Faculty will reiterate the importance of attendance and let you know your current level of achievement in the course. Upon the second flag, you are required to meet with your advisor and professor to discuss your current standing and strategies to help you succeed. If absences continue your faculty may notify the chair and or dean, which may trigger a conference with you and your parent(s) (if appropriate FERPA documents have been assigned) and/or withdrawal from the course.

**B. Studio Art & Design Environment:** In the studio art & design environment attendance and participation directly affect the quality of a students work. Working through problems, participating in experiential learning exercises, critiques, collaboration, interacting with peers, receiving individual feedback from your professor, and contributing to the classroom energy is essential for the artist or designer to grow. The classroom environment replicates the professional world. Participation and attendance will be recorded in professors records and then it will be updated on Starfish regularly. If student does not participate in essential content for this course the student's breadth, understanding of course expectations, and experience will be vastly different from their peers. Any course content that student misses will be the student's responsibility. Please consider exchanging contact information with a classmate(s) to inquire about curricular activities that may be missed during an absence. Unfortunately, It is not possible to repeat a whole class period after a student has missed important course content, although, the professor is glad to do their best to answer questions and help students after class.

**C. COVID-19 / Dyer's Expectations:** During COVID-19 attendance will be considered based on students level of participation, progress, design process, and engagement with class activities. The word "attendance" can be substituted with the word "participation". The word "absence" can be replaced with "lack of participation". If students are feeling ill or unwell please do not come to class and contact a medical professional for assistance. This will not count against your grade. Students are expected to follow guidelines regarding social distancing and mask wearing. All class work must be submitted on Microsoft Teams.

A Starfish flag will be raised on the students 2nd, 4th, and 6th absence, and so on...

What is an Absence? = An absence is an excused or unexcused absence.

STUDENTS ACTION: FACULTY ACTION:

\_\_1st absence = [No Action]

\_\_2nd absence = Starfish Flag 1

\_\_3rd absence = [No Action]

\_\_4th absence = Starfish Flag 2  
Meet with Advisor.

\_\_5th absence = [No Action]

\_\_6th absence = Starfish Flag 3

\_\_Missing Work. = Starfish Flag raised per missing work

## 19. GRADING OPPORTUNITIES

### A. CRITERIA:

The student's grade is based on the caliber and quality of work, including calculated risk-taking, and design process. Although student's work ethic affects the quality of work, the grade is not based solely on effort. The final class grade is based on the following: (1) Quality, (2) Participation, (3) Constructive contribution to critiques and discussions, (4) Execution of design principles, design concepts, creativity, innovation, process, & the ability to take risks.

### B. GRADING RUBRIC + PHILOSOPHY:

Please See link below for Rubric:  
[http://www.carriedyer.com/assets/v\\_submission\\_process.pdf](http://www.carriedyer.com/assets/v_submission_process.pdf)

### C. PARTICIPATION GRADE:

Please See link below for Rubric:  
[http://www.carriedyer.com/assets/v\\_submission\\_process.pdf](http://www.carriedyer.com/assets/v_submission_process.pdf)

### D. GRADE DISTRIBUTION:

\_\_1. Major Projects: 95%  
\_\_2. Class Participation: 5%

### E. FINAL GRADE:

Equation: (Participation Grade x 0.05) + (Major Projects Grade Average x 0.95) = Final Grade

### F. GRADE NEGOTIATION:

\*I will not negotiate on grades or final grades. Each students grade is base on the rubric.

### G. EXTRA CREDIT:

[http://www.carriedyer.com/assets/v\\_submission\\_process.pdf](http://www.carriedyer.com/assets/v_submission_process.pdf)

### H. OPPORTUNITIES & CONSEQUENCES:

Please See link below:  
[http://www.carriedyer.com/assets/v\\_submission\\_process.pdf](http://www.carriedyer.com/assets/v_submission_process.pdf)

### I. GRADE SCALE:

Cosmic	<b>A+</b>	97 - 100	Meets Expectations	<b>C</b>	73 - 76
Stellar	<b>A</b>	93 - 96	Meets Expectations -	<b>C-</b>	70 - 72
Excellent	<b>A-</b>	90 - 92	Developing +	<b>D+</b>	67 - 69
Above Average +	<b>B+</b>	87 - 89	Developing	<b>D</b>	63 - 66
Above Average	<b>B</b>	83 - 86	Developing -	<b>D-</b>	60 - 62
Above Average -	<b>B-</b>	80 - 82	Draft Quality	<b>F</b>	Below 60
Meets Expectations +	<b>C+</b>	77 - 79			

### J. POINTS:

[www.carriedyer.com/assets/v\\_submission\\_process.pdf](http://www.carriedyer.com/assets/v_submission_process.pdf)

- ENTHUSIASTIC WORK ETHIC: = +1 to 2 Extra Credit.
- CRITICAL FEED-BACK + POSITIVE ATTITUDE: = +1 to 2 Extra Credit.
- POSITIVE ATTITUDE: = +1 to 2 Extra Credit.
- REDO *option*: = see link above.
- EMERGENCY PROJECT: = -12% off Final Course Grade.
- LATE PROJECT: = 0% on Project Grade.
- LATE / MISSING UNPREPARED or INCOMPLETE WORK: = -5 to 20 off Project Grade.
- ABSENT FINAL EXAM: = -40% off Course Grade.
- PLAGIARISM: = 0% on Project Grade and see policy...
- UNSAFE BEHAVIOR: = -5 to 20 off Project Grade.
- DISRUPTING CLASS: = -5 to 20 off Project Grade.
- RUDE or INCONSIDERATE: = -5 to 20 off Project Grade.
- PARTICIPATION: = See Participation Rubric.
- Extra Credit Options: = link>>>
- Diversity & Inclusion Research = Extra Credit.



## 20. OVERVIEW of ASSIGNMENTS + POINTS

### OVERVIEW

Class lectures, reading assignments, and projects will be based on historical and contemporary graphic design theory and practice. Students are expected to spend time outside of class working and developing projects. Students should spend a minimum of 6 to 9 hours outside of class per week, but be prepared to spend more if necessary. This is a standard set by National Association of Schools of Art and Design [NASAD].

#### > ASSIGNMENTS & REQUIREMENTS:

		TOTAL POINTS:	DUE:	WEEK(S):
I.)	<b>PARTICIPATION + STUDIO ETHIC + CRITIQUES</b> <small>[See Rubric.]</small>	5% of course grade.	N/A.	Whole Semester.
II.)	<b>DATE PLANNER / BOOK</b>	Required.	N/A.	Whole Semester.
III.)	<b>MAJOR PROJECTS / UNITS</b> Each Unit for Major Projects includes a in-process and final critiques. See requirements below.	95% of Grades.	See Calendar.	See below.
_1.	<i>[Sketchbook Assignments included in project participation]</i>	included in project grade	TBA per project	Week 1-15.
_2.	<b>U01. Typographic Sprints.</b>	100 pts.	End of Week 2	1-2
	___ Typographic Scavenger Hunt.	<a href="#">Link &gt;</a>	[20]	
	___ 20 Paired Type Experiments.	<a href="#">Link &gt;</a>	[20]	
	___ Typographic Terms.	<a href="#">Link &gt;</a>	[20]	
	___ Typographic Anatomy.	<a href="#">Link &gt;</a>	[70]	
_3.	<b>U02. Type Box.</b>	<a href="#">Link &gt;</a> 100 pts.	End of Week 6	3-6
_4.	<b>U03. Book Cover Series + Publisher Logo.</b>	<a href="#">Link &gt;</a> 100 pts.	End of Week 9	7-9
_5.	<b>U04. 40 Page Book.</b>	<a href="#">Link &gt;</a> 100 pts.	End of Week 12	10-12
_6.	<b>U05. Identity System.</b>	<a href="#">Link &gt;</a> 100 pts.	End of Week 15	13-15
_7.	<b>U06. Research Paper A + B</b>	<a href="#">Link &gt;</a> 100 pts.	Final Exam	16

## 21. OTHER CURRICULAR ASPECTS

Item	What you can find here:	Link or Other:
_1. CALENDAR.	___ Detailed Course Calendar ___ Assignment Links	course: <i>Layout, Lettering, &amp; Typeforms</i> <a href="http://www.carriedyer.com/assets/gds2140_calendar_s2021_dyer.pdf">http://www.carriedyer.com/assets/gds2140_calendar_s2021_dyer.pdf</a> course: <i>Senior Studio</i> <a href="http://www.carriedyer.com/assets/gds4999_calendar_s2021_dyer.pdf">http://www.carriedyer.com/assets/gds4999_calendar_s2021_dyer.pdf</a>
_2. ASSIGNMENT SUBMISSION.	___ Submission Guidelines ___ Types of Due Dates ___ Class Meetings	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
_3. CLASSROOM STRUCTURE.	___ Information on Studio Culture, Flipped Classroom, and embracing High Cognition Design Problems	<a href="http://www.carriedyer.com/assets/x_classroom_structure.pdf">http://www.carriedyer.com/assets/x_classroom_structure.pdf</a>
_4. FAQ'S.	___ Learning Platforms ___ Critique Possibilities	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
_5. DESIGN PROCESS.	___ Design Process is required with every project.	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
_6. GRADING RUBRIC.	___ Expectations. ___ What I want to see in your work.	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
_7. CRITIQUE PROCESS.	___ Directions for Self-Directed Critique. ___ Critique Questions.	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
_8. PARTICIPATION RUBRIC.	___ Different factors considered in Participation Grade.	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
_9. EXTRA CREDIT OPTIONS.	___ List of different extra credit options.	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>

## 22. | REQUIRED MATERIALS & TEXTS

The following are required materials for class. Items with a plus (+) can be shared items. See amazon list for [examples](#) & [optional items](#) : graphics dyer supplies link : <http://amzn.com/w/2SULAX1DTI20U>. If you are a Graphic Design major, graphic design computer requirements are published on the website and can be found here: <http://www.highpoint.edu/artdesign/computer-requirements/>

### A. SUPPLIES REQUIRED for EVERY PROJECT

#### 1.] \_\_DIGITAL / STORAGE:

\_\_ External Hard Drive or Flash Drive.

Lacie Rugged 2T External Hard Drive is Recommended:  
<[https://www.amazon.com/dp/B01N70FZLQ/ref=cm\\_sw\\_em\\_r\\_mt\\_dp\\_PaTmFb3F67ZJM](https://www.amazon.com/dp/B01N70FZLQ/ref=cm_sw_em_r_mt_dp_PaTmFb3F67ZJM)>

\_\_ Smartphone for Camera or Camera.

(Smart Phone cameras do work -but a professional DSLR is best.)

#### 2.] \_\_ARTIST BOX or POUCH:

that includes the following:

\_\_ Drawing: \_\_Pencils. \_\_Micron Pens

\_\_ Eraser: [my fave: Tombow Mono Knock Eraser]

\_\_ Adhesive: \_\_3M Glue Stick. \_\_3M Scotch Tape.

\_\_ Cutting: \_\_Scissors. [Fiskars] \_\_ Xacto Knife + Blades

\_\_ Bone Folder / Paper folder. [[link](#)>]

\_\_ Metal Ruler -with cork bottom.

#### 3.] \_\_PLANNING ORGANIZATION:

\_\_ Planner / Calendar for organization.

\_\_ Binder or Folder. for handouts.

\_\_ Clear Folders / Envelopes

\_\_ Sketchbook.

#### 4.] \_\_EXTRA FUNDS for PRINTING:

\_\_ \$ Money for laser prints & copies.

### C. OTHER SUGGESTIONS

#### 1.] \_\_ AUDIO / HEADPHONES:

\_\_ Headphones: for video assignments

#### 2.] \_\_ DRAWING / HAND LETTERING / ILLUSTRATION / PAINTING:

\_\_ Micron Pens / Pit Pens / Liner Markers

\_\_ Colored Pencils [suggested: Prismacolor]

\_\_ Acrylic Paint / Brushes [Liquitex / Golden]

\_\_ Ink

### B. TEXTBOOKS

📧 | : 1.] *Thinking with Type*, 2nd, by Ellen Lupton,  
ISBN-10: 1568989695

2.] *Lettering & Type: Creating Letters and  
Designing Typefaces* 1st, by Bruce Willen,  
ISBN-10: 156898765X

3.] *Design Is Storytelling*,  
by Ellen Lupton, ISBN-10: 194230319X

4.] *Graphic Design Thinking*,  
by Ellen Lupton, ISBN-10: 1568989792

5.] RECOMMENDED:  
*Typographic Systems of Design* 1st Edition,  
by Kimberly Elam,  
ISBN-10: 1568986874

6.] RECOMMENDED:  
*A Type Primer* (2nd Edition) 2nd Edition,  
by John Kane, [\$80.67]  
ISBN-10: 0205066445

7.] RECOMMENDED:  
*A Type Primer*, by John Kane,  
ISBN-10: 0205066445

#### \_\_ SERIOUS about GRAPHIC DESIGN?:

Below are suggestions if you want to set up your own digital space at home.

\_\_ Mac Book Pro: with 32GB to 64GB of Ram, 1T of disk space, and boost up 4GHz or higher.

\_\_ Lacie Rugged External Hard Drive: 1TB or more.

\_\_ Digital SLR Camera: at least 16MP.

\_\_ Adobe Creative Cloud: including Photoshop, Illustrator, InDesign, After Effects, Premiere, Muse, Dimension, & Dreamweaver.

\_\_ Laser Printer: Color Laser Jet Multifunction.

\_\_ Fine Art Prints: Epson Inkjet.

\_\_ Paper: Hammermill Paper, Color Copy Digital.

\_\_ Scanner: Epson professional Scanner.

\_\_ Tablet: Wacom Intuos Pro

\_\_ Lighting Table & Setup [see B&H Photo]

D. \_\_ AMAZON LIST: See amazon list for items, examples, & optional items. Graphics Dyer Supplies link : <<http://amzn.com/w/2SULAX1DTI20U>>

E. \_\_ \*\*\*\*\*Additional materials may be needed depending on your chosen processes.

## 23. COURSE LINKS

>. Please review each of the following links. There is important information here regarding course expectations and process.

<b>_a.</b> Start Video / Overview	<a href="https://youtu.be/itsGgSJQezWc">https://youtu.be/itsGgSJQezWc</a>
<b>_b.</b> Syllabus	course: <i>Layout, Lettering, &amp; Typeforms</i> <a href="http://www.carriedyer.com/assets/gds2140_syllabus_s2021_dyer.pdf">http://www.carriedyer.com/assets/gds2140_syllabus_s2021_dyer.pdf</a> course: <i>Senior Studio</i> <a href="http://www.carriedyer.com/assets/gds4999_syllabus_s2021_dyer.pdf">http://www.carriedyer.com/assets/gds4999_syllabus_s2021_dyer.pdf</a>
<b>_c.</b> Calendar.	course: <i>Layout, Lettering, &amp; Typeforms</i> <a href="http://www.carriedyer.com/assets/gds2140_calendar_s2021_dyer.pdf">http://www.carriedyer.com/assets/gds2140_calendar_s2021_dyer.pdf</a> course: <i>Senior Studio</i> <a href="http://www.carriedyer.com/assets/gds4999_calendar_s2021_dyer.pdf">http://www.carriedyer.com/assets/gds4999_calendar_s2021_dyer.pdf</a>
<b>_d.</b> Dyer Schedule	<a href="http://www.carriedyer.com/assets/v_dyer_schedule.pdf">http://www.carriedyer.com/assets/v_dyer_schedule.pdf</a>
<b>_e.</b> FAQ's	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
<b>_f.</b> Course Website	<a href="http://www.carriedyer.com/-/t-.html#courses">http://www.carriedyer.com/-/t-.html#courses</a>
<b>_g.</b> Assignment Submission Process	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
<b>_h.</b> Critique Process	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
<b>_i.</b> Design Process	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
<b>_j.</b> Assignments	[See Syllabus for Calendar, and the Assignments tab for submission on Microsoft Teams.]
<b>_k.</b> Classroom Structure	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
<b>_l.</b> Extra Credit	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
<b>_m.</b> Grade Opportunities & Consequences	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
<b>_n.</b> Grading Rubric + Philosophy	<a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
<b>_o.</b> Participation + Studio Culture	Participation will be graded with the same requirements. Including your participations during critiques of others and your self and activities assigned. <a href="http://www.carriedyer.com/assets/v_submission_process.pdf">http://www.carriedyer.com/assets/v_submission_process.pdf</a>
<b>_p.</b> Sketchbook Assignments	Sketchbook assignments will be given through the semester. These assignments will be included in participation grade for each project.
<b>_q.</b> Tech Resources	<a href="http://www.carriedyer.com/assets/technical_resources.pdf">http://www.carriedyer.com/assets/technical_resources.pdf</a>
<b>_r.</b> ReDo-ing Work	If you want to ReDo Work you can resubmit on Microsoft Teams.
<b>_s.</b> How to get the Most Out of this Class. + Preparing for Graduation	<a href="http://www.carriedyer.com/assets/l_how_to_get_the_most_out_of_this_class.pdf">http://www.carriedyer.com/assets/l_how_to_get_the_most_out_of_this_class.pdf</a>
<b>_t.</b> Graphic Design Collective	<a href="http://www.carriedyer.com/assets/l_how_to_get_the_most_out_of_this_class.pdf">http://www.carriedyer.com/assets/l_how_to_get_the_most_out_of_this_class.pdf</a>
<b>_u.</b> Lab Rules	<a href="http://www.carriedyer.com/assets/n_lab_rules.pdf">http://www.carriedyer.com/assets/n_lab_rules.pdf</a>

STUDENT INFORMATION FORM :

NAME :

NICKNAME :

MAJOR :

IS THIS YOUR PREFERRED NAME? - - - YES - - - -NO - - -

MINOR :

YEAR : FRESHMAN SOPHOMORE JUNIOR SENIOR

CONTACT EMAIL :

OTHER EMAIL :

CONTACT PHONE :

<p>_DO YOU... ?</p> <p>Like Art/Design Love Art/Design Find it Interesting</p>	<p>_DID YOU TAKE ART CLASSES IN HIGH SCHOOL?</p> <p>YES NO</p>	<p>_DO YOU HAVE A PRINTER AT HOME?</p> <p>YES NO</p>	<p>_WHAT WOULD YOU LIKE TO LEARN DURING THIS CLASS?</p>		
<p>_WHAT ARE YOUR FAVORITE ACTIVITIES?</p>	<p>_DOES YOUR EFFORT AFFECT HOW WELL YOU DO IN THIS CLASS?</p> <p>YES NO</p>	<p>_WHAT BEST DESCRIBES YOUR LEARNING STYLE?</p> <p>Lecture based Visual based Experience based Tactile based Reading based</p>	<p>_DO YOU HAVE A COMPUTER?</p> <p>YES ... APPLE / MAC [OSX] PC [VISTA, WINDOWS] NO</p>	<p>_WHY DO YOU THINK ART &amp; DESIGN ARE SUCH AN IMPORTANT PART OF OUR CULTURE?</p>	
<p>_DO YOU HAVE A HERO? ...WHO?</p>	<p>_LIST SOMETHING THAT INSPIRES YOUR WORK.</p>	<p>_WHAT IS YOUR DREAM JOB?</p>	<p>_WHAT HAS BEEN YOUR FAVORITE CLASS SO FAR?</p>		
<p>_WHAT KIND OF WORK DO YOU DO ?</p> <p>Graphic Design Illustration Printmaking Performance Installation Animation / Video / Film Fibers Metals Painting / Drawing Sculpture Photography Ceramics Sound Creative Writing Theater other _____ other _____</p>		<p>_CIRCLE THE PLATFORMS &amp; SOFTWARE YOU HAVE USED :</p> <p>Mac [OS X] PC [Windows / Vista]</p> <p>Adobe InDesign Adobe Illustrator Adobe Photoshop Adobe After Effects Adobe Premiere Final Cut Pro Adobe Dreamweaver Quark other _____ other _____ other _____</p>		<p>I have read the syllabus. LIST YOUR INSPIRATION OR GOAL FOR THE SEMESTER.</p> <p>_____</p> <p>_____</p> <p>SIGN YOUR NAME &amp; DATE HERE :</p> <p>_____ date _____</p>	