

**Instructor:**

Enrique Colón  
Graphic Designer  
Office of Public Relations

**Contact:**

Office hours: **by appointment only**  
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**Course Description:**

Formation and manipulation of individual letter forms as the basis for typographic communication. Studio work in rendering type by hand and on the computer. Fostering of fundamental knowledge of the aesthetics of type as a visual carrier of meaning.

**Course Objectives:**

- To introduce the language of type.
- To explore the role of typography in visual communication.
- To equip students with the ability to recognize, understand, and apply meaning to type.
- To learn the basic principles and general rules of typography in design.
- To examine the “personalities” of type.
- To develop an individual, expressive and strategic approach to typography in design.

**Attendance Policy:**

This class will meet once per week, Thursday nights at 6 p.m. Each student is expected to recognize the importance of class attendance and punctuality.

**Attendance is mandatory.** Students missing more than 2 weeks of class will be subject to disciplinary action or will be withdrawn from the course per instructors discretion. Excessive tardiness will also be subject to disciplinary action.

Excused absences are only recognized with good reason, at the instructor's discretion. Student may be required to provide written notification for extenuating circumstances, illness, family emergency or personal emergency that require an extensive absence from class.

Please note that general absenteeism does not warrant make up work. It is expected that every effort will be made to keep pace with the class even with an excused absence.

**Assignments & Grades:**

This class will consist of a combination of outside reading, class discussion and project critiques. Deadlines are not flexible, just as they are not flexible in the real world. All assignments are due at the time of critique. Assignments submitted after critiques begin will be penalized 20% percent and 10% percent for each additional day thereafter.

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### Final grade breakdown

- Major Assignments - **500 points**
- Minor Assignments - **200 points**
- Tests and Quizzes - **200 points**
- InDesign Project - **100 points**
- Final grade =  $x/1000$

### Required Text:

**Thinking with Type** by Ellen Lupton

### Tools & Supplies:

Textbook

**Sketchbook** IMPORTANT

Tracing paper

3-Ring Binder

Quadrille ruled paper

Black presentation board

3M Super 77 spray adhesive

X-Acto knife and blades

### Special Services:

**Students with Disabilities:** It is the policy for Harding University to accommodate students with disabilities, pursuant to federal and state law. Therefore, any student with a documented disability condition (e.g. physical, learning, or psychological) who needs to arrange reasonable accommodations, must contact the instructor and the Disabilities Office at the beginning of each semester. (If the diagnosis of the disability occurs during the academic year, the student must self-identify with the Disabilities Office as soon as possible in order to get academic accommodations in place for the remainder of the semester.) The Disabilities Office is located in Room 205 in the Student Center, telephone, (501) 279-4019.

### Academic Integrity:

Honesty and integrity are characteristics that should describe each one of us as servants of Jesus Christ. Cheating in all its forms is inconsistent with Christian faith and practice. Cheating will result in sanctions up to and including dismissal from the class with a failing grade.

In addition, students who share assignments with students taking the course in a subsequent semester may be subject to having an academic integrity sanction added to their college record.

### Assessment:

Harding University, since its charter in 1924, has been strongly committed to providing the best resources and environment for the teaching-learning process. The board, administration, faculty, and staff are wholeheartedly committed to full compliance with all criteria of the Higher Learning Commission of the North Central Association of Colleges and Schools. The university values continuous, rigorous assessment at every level for its potential to improve student learning and achievement and for its centrality in fulfilling the stated mission of Harding. Thus, a comprehensive assessment program has been developed that includes both the Academic units and the Administrative and Educational Support (AES) units. Specifically, all academic units will be assessed in reference to the following Expanded Statement of Institutional Purpose: The University provides programs that enable students to acquire essential knowledge, skills, and dispositions in their academic disciplines for successful careers, advanced studies, and servant leadership.