



Great Basin College Spring 2018

GRC 360: Typography & Letterforms, 3 credits

Instructor

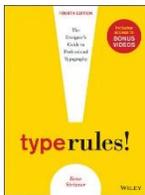
Kathy Schwandt

Office on the Elko Campus in HTC 129, 775-753-2218, email available through the WebCampus classroom.

I am available for Cranium Café video chat by appointment.

I do not check WebCampus messages/email on Saturdays, Sundays, and holidays.

Textbook



Type Rules! The Designer's Guide to Professional Typography 4th Edition

Ilene Strizver

ISBN 13: 978-1-118-45405-3

Catalog Description

The historical context of letterforms and visual languages in type as symbol and image. Exploring typographic form expressing visual concepts and narratives. Prerequisite: Must have completed GRC 320.

Your Computer's Security

For this class you will be online with your computer. Your computer's security is your responsibility. I strongly recommend that you have security software installed on your computer and that you keep it updated. There are many options available; you might want to do online research to determine what security software is best for you. A good place to start your research is to type "security software" into Google or another search engine.

Methods of Instruction

- Weekly modules in WebCampus. Each module (except for the Week 1 Module) opens on Wednesday at 1:00 p.m. Each module starts with an instructions document for the week. Students must read and follow these instructions; please contact me as soon as possible by WebCampus message, phone, or stop by my office if anything doesn't make sense.
- Assignments are scheduled and due weekly. The Course Schedule is at the end of this syllabus.
- Reading assignments from the textbook, handouts, and online sources.
- Online discussions based on weekly assignments.
- A final project is completed at the end of the semester.

Meet with Your Instructor

Please use WebCampus to contact me to discuss any issues/challenges you are having. If we are unable to resolve these, please feel free to call the number at the top of the syllabus. If you would like to meet with me in person, please send me an email and we will set up an appointment either in person, Cranium Café, or Skype.

Kathy's Office Schedule for Spring 2018

Monday	Tuesday	Wednesday	Thursday	Friday
		12:00 - 2:30 Office		
	2:30 - 5:00 Office			
Online classes: GRC 119, GRC 188, GRC 256, GRC 360, GRC 364, and GRC 492				

The grey boxes are the times when I should be available to meet with students in my office or online, **preferably by appointment**.

If I am unavailable, please leave a voice mail message at **775-753-2218**, or an e-mail message through WebCampus or **kathy.schwandt@gbcnv.edu**.

I will contact you ASAP.

Expected Learner Outcomes

Upon successful completion of this class, students will be able to...	Measurements of learner outcomes:
discuss the importance and influence type has on our daily lives;	Weekly Assignments and Discussions
demonstrate how to communicate effectively and professionally with type;	Weekly Assignments and Final Project
briefly explain the history of type, font technology, and type categories;	Weekly Assignments and Discussions
understand the use of type in digital display formats;	Weekly Assignments and Final Project
and create a basic typeface design.	Weekly Assignments and Final Project

Class Participation

You must log into the WebCampus classroom at least a couple of times per week to demonstrate “attendance” in the class. You are expected to read the weekly instructions posted by each Wednesday afternoon; to respond to discussion topics; and to submit assignments on time.

“An instructor may drop any student who has excessive unexcused absences. An instructor has the sole right to excuse an absence, assign makeup work, or apply a punitive grading policy as established by the instructor’s syllabus for the class. Specifically, you are expected to comply with the attendance policy set by each instructor.”

(p. 72 of the 2017-2018 GBC General Catalog)

If, for some reason, you feel that you cannot complete the course, you must officially withdraw from the class by the course drop deadline (Thursday, April 5, 2018) by contacting Admissions & Records at 753-2102, and completing the Course Withdraw Form.

- Officially withdrawing results in a "W" on your grade report. The "W" is not used in computing your cumulative GPA; it will appear on your transcript and be permanent.
- If you do not officially withdraw, your grade will be based on the work you have completed averaged with zeros for work you have not completed.

Course Grade

Discussions	30%
Weekly Assignments	50%
Final Project	20%

Discussions

- Discussion posts are evaluated using a “Discussions Rubric,” and each graded topic is worth 100 points.
- Your first discussion post each week is usually due by 8:00 pm Sunday. You must also make at least two additional posts replying to other students’ posts by the weekly discussion topic due date and time, which is usually 1:00 pm Wednesday.

Weekly Assignments

- Each weekly assignment has its own handout giving the specifics of the assignment; each graded weekly assignment is worth 100 points.
- No late work is accepted, unless it is approved in writing by the instructor by 5:00 p.m. PST the day prior to the assignment’s due date. For example, if an assignment is due on Wednesday, written approval to submit the assignment late must be given by the instructor to the student by 5:00 p.m. PST on Tuesday.

Details about the **Final Project** will be provided during the 13th week of class.

If you have any questions about any of the assignments, please let me know—before they’re due!

The final course grade is calculated on a percentage scale and then recorded as the corresponding grade point value and letter grade as shown next.

Course Grade, continued

<u>Percentage</u>	<u>Grade Point Value</u>	<u>Letter Grade</u>	<u>Quality of Work</u>
94-100	4.0	A	Superior
90-93	3.7	A-	
87-89	3.3	B+	
83-86	3.0	B	Above Average
80-82	2.7	B-	
77-79	2.3	C+	
73-76	2.0	C	Average
70-72	1.7	C-	
67-69	1.3	D+	
63-66	1.0	D	Below Average
60-62	0.7	D-	
<60	0.0	F	

Grade	General Definition	Work Demonstrated
A	Demonstrates Exceptional Competence	<ul style="list-style-type: none"> • An ability to transcend the obvious, apply principles innovatively, and relate theoretical concepts to everyday life. Resulting insights are often personal and illuminating. • A capacity to develop ideas flexibly and fluently, yet with control and purpose.
B	Demonstrates Competence	<ul style="list-style-type: none"> • An ability to absorb ideas and experience in understanding concepts and principles and to interpret them meaningfully in a context of the student's own conceptions. • A capacity to develop an idea with a clear sense of order.
C	Suggests Competence	<ul style="list-style-type: none"> • Satisfactory understanding of concepts and principles. • Application of classroom-based learning often lacks depth and insight.
D	Suggests Incompetence	<ul style="list-style-type: none"> • A frequent inability to express competence. • A limited understanding of much of the subject matter. • A lack of commitment or failure to follow instructions.
F	Demonstrates Incompetence	<ul style="list-style-type: none"> • Work has failed to meet the minimum requirement for the course. • Student may not be adequately prepared for the courses which follow.

Class Work

Students should keep their graded work until they know their final course grade at the end of the semester in case there is any discrepancy in grades.

Grade Appeals

If a student has concerns or complaints about grading, s/he should follow the steps of the published procedures as stated on page 75 in the 2017-2018 GBC General Catalog.

Student Conduct and Academic Honesty

Students are expected to conduct themselves in accordance with college standards. GBC's Student Conduct Policy begins on page 41 of the 2017-2018 GBC General Catalog.

Students are expected to be academically honest. GBC's Academic Honesty section of the 2017-2018 General Catalog is on page 28.

Americans with Disabilities Act (ADA) Statement

Great Basin College is committed to providing equal educational opportunities to qualified students with disabilities in accordance with state and federal laws and regulations, including the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973. A qualified student must furnish current verification of disability. The Director of Services for Students with Disabilities (Julie G. Byrnes) will assist qualified students with disabilities in securing the appropriate and reasonable accommodations, auxiliary aids and services. For more information or further assistance, please call 775.753.2271.

Student Computer Lab Use

The GBC computer labs are provided as a service to students. Use of a computer lab is a privilege, not a right. Computer Lab Rules are posted throughout the lab. Photoshop and InDesign are available only on certain computers in the GBC Elko High Tech Center lab; the lab aide on duty can direct you to these computers.

Lab Rules

1. Computer lab use is restricted to authorized individuals: students, faculty, and staff with appropriate logins.
2. Logins are issued to individual users and ARE NOT to be used by anyone else.
3. Drinks are permitted if they are in a covered container and are kept on the floor.
4. Children are allowed in the labs only if they are enrolled in a course offered specifically for them.
5. Internet access is to be used for class-related work only. Internet activities will be randomly monitored.
6. Computer labs are for students to use for class-related work only.
7. Copying of ANY software is prohibited without prior authorization.
8. No ringing cell phones in the labs.

Spring 2018 GRC 360 Course Schedule (Subject to Change ☺)

Week	Dates	Topic
1	M, Jan. 22 – W, Jan. 31	Introductions, Syllabus, Chapter One: A Brief History of Type Assignment #1
2	W, Jan. 31 – W, Feb. 7	Chapter Two: From Metal to Mac: Understanding Font Technology Assignment #2
3	W, Feb. 7 – W, Feb. 14	Chapter Three: What Makes a Typeface Look the Way It Does? Assignment #3
4	W, Feb. 14 – W, Feb. 21	Chapter Four: Selecting the Right Type for the Job Assignment #4
5	W, Feb. 21 – W, Feb. 28	Chapter Five: Formatting Your Type Assignment #5
6	W, Feb. 28 – W, Mar. 7	Chapter Six: Typographic Hierarchy and Emphasis Assignment #6
7	W, Mar. 7 – W, Mar. 14	Chapter Seven: Fine-Tuning and Tweaking Your Type Assignment #7
8	W, Mar. 14 – W, Mar. 21	Chapter Eight: Spacing Considerations Assignment #8
9	W, Mar. 21 – W, April 4	Chapter Nine: Finessing Your Type Assignment #9
	March 26-30	Spring Break!
10	W, Apr. 4 – W, Apr. 11	Chapter Ten: Figures, Fractions, Signs, Symbols, and Dingbats Assignment #10
11	W, Apr. 11 – W, Apr. 18	Chapter Eleven: Type on the Web (and Other Digital Formats) Assignment #11
12	W, Apr. 18 – W, Apr. 25	Chapter Twelve: Type in Motion Assignment #12 Course Evaluation
13	W, Apr. 25 – W, May 2	Chapter Thirteen: Designing Your Own Typeface Assignment #13 Final Project Information
14	W, May 2 – W, May 9	Final Project work session
15	W, May 9 – W, May 16	Final Project work session
16	W, May 16	Finals Week: Final Project Due