

# AVT 617-001 Advanced Typography

## SYLLABUS: Fall Semester 2012 — Mon./Wed. 7:20-10:00 pm Room 1020

**Instructor** James B. Hicks III  
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**Course Description** An exploration of the visual identity of type, design and the graphic organization of information. Emphasis is on aesthetic and technical development, text layout and information hierarchy. Concerns about the importance of emotion, audience and purpose will also be addressed.

**Objectives**

- Develop a deeper understanding of the proper use of typography in visual communication
- Further understand the anatomy of the letterform and its typographic usage
- Gain experience in the selection and arrangement of type

**Content** Through lecture, critique, computer lab time, research, and field observation, students will create design solutions for a series of projects. Final presentations will be developed from rough sketch level to final completion, using hand rendering and electronic-based media (Illustrator, Photoshop and Indesign/QuarkXPress).

**Texts & Materials**

- Optional text: *The Elements of Typographic Style version 3.2*, by Robert Bringhurst
- Optional text: *The Complete Manual of Typography*, by James Felici
- Matt Board or Paper Board
- Project-dependent material that will vary per concept
- Super-Black mounting boards, spray mount, tracing paper, mounting tape, Xacto™ knives & blades (#11), self healing cutting mat (all for home use)
- USB flash memory, blank CD-R disks

**Attendance** Due to the dynamics of the course your presence and contributions are required. You are expected to be on time and be prepared. If absent from class, you are still responsible for information reviewed in class. Please “buddy up” with a classmate for this information. You must notify the instructor via email with a proper explanation within 12 hours of the class to be excused. Two unexcused absences during the semester will drop you a full letter grade. Excessive tardiness also will effect your final grade. (3 unexcused late arrivals equals 1 unexcused absence).

**Evaluation** All final projects will be graded by the following criteria: 1) concept development, 2) execution and 3) presentation. Concepts—developed through schematic thumbnail sketches and computer roughs—have the same weight as the finished project. You must show the design process for all projects. Presentation on the proper type of mounting board with tissue paper overlay and cover sheet also has equal weight as the other components.

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<b>Grade Calculation</b>	4 Projects	60%
	4 Assignments	40%

### Additional

Projects and assignments are due on the due date at the start of class. Any project or assignment not turned-in at the start of class is dropped one-half (1/2) letter grade. Projects and assignments will not be accepted after the due date. Revised projects (re-do's) will not be accepted.

A non-returnable digital portfolio of all final projects and assignments must be turned-in on CD at the final exam time. Creative presentation of the Digital Portfolio CD (i.e., packaging, case, labeling, layout and design) will be considered as part of the grade.

Additional assignments may be announced in class.

**If you are a student with a disability and you need academic accommodations**, please see me and contact the Disability Resource Center (DRC) at 703-993-2474. All academic accommodations must be arranged through the DRC.

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### University and School of Art Policies

In accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

### Commitment to Diversity

This class will be conducted as an *intentionally* inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

### Statement on Ethics in Teaching and Practicing Art and Design

As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

### Open Studio Hours

SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

### ArtsBus

The dates for Fall 2012 ArtsBus trips are  
Sept 22, Oct 20, Nov 17

If you need ArtsBus credit for this semester as part of your class assignment or AVT degree requirement, you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment. If you plan/need to go on multiple ArtsBus trips this semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for additional, very important information regarding ArtsBus policy. Non-AVT majors do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can sign up for AVT 300 or buy a ticket for the bus at the Center of the Arts.

### Visual Voices Lecture Series

Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater.

August 30th	(Syllabus Review)	
September 13th	Sue Spaid	"Navigating the Terrain beyond Mashups, Recitals and Splicing "
September 27th	Hasan Elahi	"Hiding in Plain Sight"
October 11th	Elaine King	"The Artists and Art in An Era of Interconnected Globalization"
October 25th	Richard Franklin	"You Have Everything You Need"

### Important Deadlines

Last Day to Add	Sept 4
Last Day to Drop (No Tuition Penalty)	Sept 4
Selective Withdrawal Period	Oct 1 - 26
Incomplete work from Spring 2012 due to instructor	Oct 26

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until the last day of classes) must be made by the student in the SOA office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed) , LATE ADD fee will apply. Requests for non-selective withdrawals and retroactive adds (adds after the last day of classes) must be approved by the academic dean of the college in which the student's major is located. For AVT majors, that is the CVPA Office of Academic Affairs, Performing Arts Building A407.

### Students with Disabilities and Learning Differences

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

### Official Communications via GMU E-Mail

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

### Attendance Policies

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

### Honor Code

Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously.

No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is *plagiarism*, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, *A Writer's Reference*.) The exception to this rule is information *termed general knowledge*—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, "When in doubt, cite."

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

### Writing Center

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis.