Type Concepts, Master Course Syllabus

This master course syllabus is a general guide and overview of the course. Each instructor will further clarify specific criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her individual course syllabus.

Course description:
Topics include typestyles, terminology, type specifications, measurement, and type as a design element for visual communications.
Prerequisites: Level 2 placement in English and Reading.
3 Credits
3 Class Hours

Instructor Information:
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Office Location: C107-B
Office Hours: varies by semester

Textbook and Other Materials:

Textbook:
The Non-Designer’s Design & Type Book: deluxe edition, by Robin Williams.

Reference Materials:
In addition, Graphic Design trade magazines such as Communication Arts (CA), HOW, Before & After, and Print are available in the Mayfield Library on campus.

Required Supplies
- C-Thru CTAS-2: Transparent Accu-Spec II Type Gauge/E-Scale with point gauge set, or a Westcott LetterCraft GA-96; 12" Transparent Type Gauge/E-Scale with point gauge.
- Alvin #R590-12; 12" metal ruler with rubber or cork backing (the cork or rubber backing helps to keep the ruler from sliding)
- A folder or binder to keep notes and handouts
- X-Acto Gripster Soft Grip Knife, or X-Acto Cut-All Knife with #11 blade
- Package of #11 Classic Fine Point replacement blades
• Cutting mat, 9” X 12” or larger (sometimes called Self-healing cutting mat)
• Toolbox for storing supplies
• Flash drive or portable hard drive
• Pencil (#2, or mechanical pencil)
• Highlighter pen
• Small can Scotch 3M Spray Mount (or glue stick)
• Kneaded eraser or white artist eraser
• ¾” White Artist Tape
• 9” x 12” pad of Bristol Board.
• Set of 3 black permanent ink (waterproof ink) markers; one of which is to have a medium-fine tip, one of which is to have a brush tip, and one of which is to have a chisel tip. See the following paragraphs for recommended brands and models. Purchasing brands or models of pens which are not on this list will likely result in non-optimal work.

Options for markers;
A. Medium-Fine tipped pen (approximately .045 mm thick). Choose one of the following:
  • Sakura Microperm 05 permanent black
  • Alvin Techliner black 04
  • Pigma Graphic 1 black

B. Brush tipped pen. Choose one of the following;
  • Kuretake Bimoji Fude Brush Pen ZGXT5-10S Bristles (synthetic bristle tip, water resistant ink)
  • Pentel Arts Pocket Brush Pen GFKP3BPA, 23590 permanent black (synthetic bristle tip, water resistant ink)
  • Pentel Color Brush FP5MBPA (or XFP5M) Medium point, black pigment ink (synthetic bristle tip, water resistant ink)
  • Pilot Pocket Brush Pen GFKP3BPA (synthetic bristle tip, refillable, water resistant ink)
  • Copic Gasenfude Nylon Brush Pen CMGASENFUDE Black (synthetic bristle tip, water resistant ink)
  • Sakura Pigma MB Brush XSDK-BR#49 (or XFV-MB-49) Medium point, black (felt tip, waterproof ink)

C. Chisel tipped pen. Choose one of the following;
  • Itoya Doubleheader Calligraphy CL-10 black
  • Marvy Calligraphy 3.5 black
  • Pigma Graphic 3

Students should have these supplies readily available for every class period. It’s possible that one of the pens will dry out or be used up during the semester and will require replacement.
Notice of Right to Retain Student Work:
The Visual Communications program reserves the right to retain copies of student work for teaching purposes, promotional purposes, and as part of its permanent collection.

Course Outcomes:
This course is designed to equip you with basic knowledge and skills essential to any graphic arts career. Upon successful completion of this course, students should be able to:

- Identify and apply typographic terminology used by industry professionals
- Demonstrate knowledge of type specifications by measuring type size, leading, and line length
- Apply knowledge of type design by creating and executing projects that depict type in a creative format using different media techniques
- Identify successful combinations of type fonts by developing logo prototypes for corporate branding
- Identify and apply the rules of typography by determining ways to improve and redesign type projects

Course Skills and Competencies:
The following course competencies are intended to support the course outcomes

- Students will professionally prepare and present their work for critique
- Students will develop a basic understanding of appropriate type selection
- Students will demonstrate an understanding of good time management skills
- Students will demonstrate an ability to appropriately combine different fonts for legibility and readability purposes
- Students will articulate the concept and strategy behind their type solutions
- Students will identify in writing the type fonts used in their projects
- Student work will reflect research and use of preliminary thumbnail sketches
- Students will articulate the importance of type in print, Web, and multimedia
- Students will demonstrate an understanding of type terminology during critiques and on quizzes and exams
- Students will demonstrate an ability to properly measure type size, leading, and line length

Core General Education Competencies:
This course is designed to introduce, emphasize, or reinforce the following competencies which have been designated as core requirements by NSCC:

- To reinforce student ability to participate as a team member or team leader in group activities involving the evaluation and critique of projects
- To reinforce student ability to apply mathematical concepts to problems and situations when measuring type, leading, and line length
- To reinforce student ability to use critical thinking skills to develop concepts and strategies during project development
- To introduce student ability to use and adapt current technologies while researching and executing class projects
- To appreciate cultural diversity and the influence of culture and history through an exploration of pictograms and the development of the alphabet
• To apply scientific thought processes during an assessment of client reactions to appropriate typographic selections

Grading Policy
Semester Grades are determined by calculating weighted averages for assignments, quiz scores, exams, and participation. Zero grades for missing projects or tests will drastically affect your average. A grade of C or above must be earned in all COM and PHO courses to meet prerequisite and graduation requirements. Relative weights are indicated in the chart below.

Semester Grade Breakdown
10% Participation
50% Projects
20% Quizzes
10% Mid-term Exam
10% Final Exam

Grading Scale:
100–93 = A (excellent work)
92–85 = B (above average)
84–77 = C (average work)
76–70 = D (below minimum standards; not a passing grade in this program)
Below 70 = F
Non-attendance = FA, or FN

Per TBR policy, a student who does not officially drop or withdraw from a course, but receives a failing grade, will receive an “FA” if the last day of attendance was earlier than two-thirds into the part-of-term. That date equates to the last day to withdraw from the course.

An FN is awarded to students who never attended class.

Lab and Project Grades are determined by completion and quality of lab work and projects. You are expected to deliver assignments at the scheduled time. The grade for any missing assignment will be recorded as a zero. Tardiness or missing class will affect your semester score (see Attendance Policy below). Test Grades are determined by calculating the percentage of accurate answers to the total number of test questions. If you miss a test due to absence, you may be allowed to take it the following class period (see attendance policy). The grade for any missing test will be recorded as a zero.

Attendance Policy
Students are responsible for all material covered and assigned regardless of absences. It is the student’s responsibility to explain any non-participation to the instructor. A doctor’s excuse should be provided when appropriate.

Students are expected to attend all classes, to be on time, and to stay until class is dismissed: absences or tardiness for any reason will affect your participation grade. Any student arriving late or leaving early will be considered tardy: two such occurrences will count as one absence. Students missing more than one-third of any class will be counted absent—even if they attend the remainder of that class session.
If you have been absent, you must check with the instructor for permission to make up any missed tests or homework. If permission is denied, a zero will be recorded.

If you stop attending class for any reason you should officially withdraw from the course by notifying the Records Office before the deadline for withdrawals.

**Expectations:**
Classes will consist of a combination of outside reading, research, class discussion, and lab activities. You are expected to read the assignments before class and to be prepared for the scheduled activities. You will complete several in-class and take-home projects. Frequent quizzes and a final exam are designed to test your skills, knowledge and vocabulary.

**Some Rules:**
These rules apply in all classrooms throughout the department.
- Strict safety precautions will be taken when near chemicals, tools, or equipment
- Absolutely no food, drink, or smoking in the classroom.
- Smoking is prohibited everywhere on campus
- Cell phones or pages must not interrupt class; no texting in class
- Computers are for classwork only; do not bring your freelance projects to class
- Copying or Piracy of software is illegal, subject to fines, and is grounds for dismissal
- Do not bring any software to class to use on the school computers
- At the end of class you must log-out from your computer

**Laptops, Tablets, Cellphones and Pagers**
Students are allowed to bring Laptop Computers or Tablet Computers to class for note-taking or other study purposes. Use of such devices for email, messaging, Web-surfing or games during class is prohibited. Any in-class quizzes or exams must be taken on one of the classroom networked computers. As per the [NSCC Student Policy Handbook](#), the use of cellular telephones and pagers in the classroom is prohibited. Students who are required to carry pagers and/or have cellphones for employment and/or family responsibilities must inform the instructor at the beginning of the semester. Any approved devices must be set to a silent mode and must not disrupt the class. All other devices should be turned off.

**Field Trips and Guest Speakers**
If possible, and if any are available, speakers or trips will be scheduled during regular class time. A brief report will be required of each student describing what was learned from each trip or speaker. Although field trip attendance is not mandatory, a comparable research report will be assigned to students unable to attend. These reports will be due at the beginning of the next class period.
All students attending a field trip will sign a Hold Harmless form releasing the school from liability.

**D2L Brightspace/NS Online and myNSCC email**
It is the student’s responsibility to check D2L and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. D2L contains specific course information and MyNSCC contains information important for other purposes.
Technology Statement
Nashville State’s classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through Desire2Learn (D2L) course shells. Computers are available for student use at each campus during campus open hours.

ADA Compliance Statement
Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Access Center at (615) 353-3741 or (615) 353-3721.

Classroom Misconduct
Nashville State Community College has a zero tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary sanctions. The Nashville State Student Code of Conduct policy is available at http://www.nscc.edu/content/resources/Student_Code_of_Conduct_Policy.pdf.

Please be aware that children are not allowed in class or unattended on campus.

Academic Misconduct
Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and aiding by the Academic Misconduct Policy in the Nashville State Student Code of Conduct that can be found at http://www.nscc.edu/content/resources/Student_Code_of_Conduct_Policy.pdf.

In addition to other possible disciplinary sanctions that may be imposed through regular college procedures as a result of academic dishonesty the instructor has the authority to assign an “F” or a “Zero” for the exercise, paper, or examination or to assign an “F” for the course. Students may appeal through the appropriate college grade appeal procedures.

Academic Early Warning System
Nashville State Community College has implemented an Early Warning System to notify students via email about academic problems such as poor classroom attendance, poor performance on assignments/tests, poor communication skills, late/missing assignments, and/or lack of classroom participation. *Please note that Early Warning Alerts do not affect a student’s academic standing.

RAVE Emergency Alert System
Emergency events can happen at any time and Nashville State Community College wants to be able to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at https://getrave.com/login/nscc to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your
password, select “Forgot your password?” and a new password will be emailed to you. Should the RAVE system indicate “user not found”, select Register and create your own RAVE account.

**Inclement Weather Policy**

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nscc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations.

When classes are cancelled, an online assignment will be posted in NS Online. Check NS Online for a message from your instructor regarding your online assignment requirements.

Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

**Class Cancellation Policy**

If the class is cancelled, the instructor will notify all students by posting in the NS Online/D2L course, e-mailing through NS Online/D2L, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access NS Online/D2L to complete classwork and the assignment that will be posted in the course D2L site.

**NOTE:** This syllabus is meant simply as a guide and overview of the course. Some items are subject to change or may be revised at the instructor’s discretion. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.