



Typography & Layout

CIS 128 I50

Winter 2020

Number of Credits: 3

Contact Phone: 517-796-8517

Days Class Meets: Online

Contact Email: hugheschristil@jccmi.edu

Meeting Times: Online

Office Hours: Tues. 10:00-2:00pm

Location: N/A

Wed. 10:00-2:00pm

Fri. 10:00-2:00pm (By Appt.)

Instructor: Christie Hughes

Online: Typical response time is 24-48 hours.

Office: Central: WA 226-E

Course Description

Learn principles of type identification, selection and use in the professional rendering of comprehensive layouts. Utilization of tools, materials and techniques of rendering emphasized.

Prerequisite(s)

N/A

Course Goals

Understand the history of typography, including the structure, serifs, strokes, stress and feeling of letterforms. The student will then be able to create aesthetic publications using proper type elements.

Course Objectives

The course goals and objectives incorporate specific General Education Outcomes (GEOs) established by the JC Board of Trustees, administration, and faculty. These goals are in concert with four-year colleges and universities and reflect input from the professional communities we serve. GEOs guarantee students achieve goals necessary for graduation credit, transferability, and professional skills needed in many certification programs. The GEOs and course objectives addressed in this class include the following:

Upon completion of this course, students should be able to:

- Recognize the origins and evolution of typography and current trends within smart design applications
- Complete projects that display an understanding of typography in manual, print and digital layout

applications

- Demonstrate basic understanding of industry standard typography terminology
- Illustrate concepts using typography in showing mood and tone in a variety of contextual settings
- Manipulate typography to show emphasis and meaning through hierarchy
- Identify the anatomy of characters, specific type families and their styles. Utilize proper spacing, leading and kerning.

EC 1 Think Critically and act responsibly.

EC 2 Work productively with others, recognizing individual contributions to group success.

EC 3 Exhibit technological literacy.

Textbook

Thinking With Type, Ellen Lupton. ISBN 13: 978-1-56898-448-3

<http://thinkingwithtype.com>

Text Book Zero! More information regarding Textbook Zero is available at the following link: <https://www.jccmi.edu/academics/tbz/>

Extras

Students are required to have internet access, cloud or flash storage and regular access to either Adobe Creative Cloud or creative software applications of choice.

<https://www.jccmi.edu/information-technology/for-students/discountsforstudents/>

Grading Procedure

Exercises (5)	25 pts	= 125 pts
Participation/discussions	TBD	= 60 pts
Projects (2)	50-75 pts	= 75 pts
Study Sheets (2)	20 pts	= 40 pts
Quizzes (5)	20-50 pts	= 50 pts (est.)
TOTAL		400 pts (est)

Grading Scale

GPA	GRADE RANGE
4.0	94-100%

3.5	89-93%
3.0	84-88%
2.5	78-83%
2.0	72-77%
1.5	66-71%
1.0	60-65%
0.5	55-59%
0.0	0-54%

Failure

Students must achieve a passing grade of D or above by completing all required examinations, submitting all required exercises and projects, and meeting the standards of the school attendance policy.

Academic Honesty Policy

Academic Honesty is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so.

Plagiarism is defined as the failure to give credit for the use of material from outside sources.

Plagiarism includes but is not limited to:

- Submitting other's work as your own
- Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation
- Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

Cheating is defined as obtaining answers/material from an outside source without authorization.

Cheating includes, but is not limited to:

- Plagiarizing in any form
- Using notes/books/electronic material without authorization
- Copying
- Submitting others' work as your own or submitting your work for others
- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical

- Allowing your work to be submitted by others

Course Management

Withdrawal

Because courses vary in length, it is critical that you check the last day to drop or withdraw by going to www.jccmi.edu , under 'Quick Links' choose "Drop Classes". If you receive financial aid, call 517-796-8410 to discuss the impact of dropping or withdrawing. Students who stop attending class without completing a withdrawal form will receive a grade of 0.0. It is the student's responsibility to withdraw from a course. The instructor cannot issue a drop from this course for you. You should initiate a withdrawal at the main campus Registrar's Office or at any JC center if you cannot complete the course. You should also contact the instructor when considering a withdrawal.

Incomplete

No incomplete grades will be given in this class except under extenuating circumstances and if the student has completed at least 75% of the work and has a grade of at least 2.0 in the course. The grade of "I" is not awarded to students who did not attend, or seldom attended, or to those who simply are not pleased with their final grades. Students receiving an "I" submit only the remaining work that had not been completed at the end of the semester. Students do not redo work that had already been graded.

Audits

Students who do not wish to receive a grade from the course may opt for an "audit," which means they will not receive a grade. They may turn in their work and take tests for evaluation. Students who sign up to "audit" and now wish to receive a grade must contact the Registrar's Office at main campus or personnel at the extension centers by **the drop/add date** listed in Academic Calendar within this syllabus.

Extra Help

Tutors (plus additional services for academic success) can be accessed by calling 517-796-8415 or by stopping by the Center for Student Success, Bert Walker Hall Room 123. Students requiring special assistance (including those affected by the Americans with Disabilities Act) should contact the Center for Student Success. This is the first step in acquiring the appropriate accommodations to facilitate your learning

Makeup Policy

Students are responsible for completing and submitting the material and assignments covered each unit. Notify your instructor if you are going to miss any work. Up to one (1) week is allowed (no questions asked) for missed work with up to 20% point deduction. After two (2) weeks, the assignments are not accepted unless it has been agreed upon otherwise with the instructor.

Help

It is important to contact a Center for Student Success professional prior to the start of the semester in order to receive accommodations in a timely manner. While we will make every effort to

coordinate accommodations in a timely manner, failure to self-identify prior to the start of the semester may delay notification to instructors and timeliness of acquiring accommodations. Accommodations do not automatically carry over to the next semester.

<https://www.jccmi.edu/center-for-student-success/accommodations-for-students-with-disabilities/>

Calendar

**Calendar timelines and assignments are an approximation and could be changed.*

UNIT	DATE	TOPIC	HOMEWORK
1	Jan 13	Introduction-Syllabus History/Anatomy	Course Overview, Exercise, Quiz
2	Jan 20	Classification + Alignment	Study Sheet, Exercise, Quiz
3	Jan 27	Hierarchy + Space	Study Sheet, Exercise, Project 1, Discussion
4	Feb 3	Grid + Specimen	Exercise, Quiz
5	Feb 10	Pattern + Spacing	Exercise, Quiz
6	Feb 17	Kinetic Typography	Project
7	Feb 24	Reflect + Assess	Review Quiz, Discussion, Course Evaluation

Important Dates: Winter 2020

DATE	EVENT
JAN. 13, 2020	DAY AND EVENING CLASSES BEGIN
JAN. 13 – MAR 1, 2020	1 ST 7 WEEK SESSION
JAN 8-10, 2020	LEARNING DAYS
JAN. 31, 2020	IN-SERVICE DAY, NO CLASSES
MAR 9-15, 2020	MID-SEMESTER BREAK
MAY 2, 2020	COMMENCEMENT
MAY 5, 2020	GRADES DUE

Student Responsibilities

You may be asked to search for images or graphics to use for the assignments in this class. Feel free to visit any Web site of interest, but **do not upload any copyrighted material in JetNet** — anything from an article to a cartoon—without the permission of the copyright owner. ***YOU MUST CREDIT THE AUTHOR OR ARTIST AT ALL TIMES.*** This will be discussed in class further.

Attendance Policy

In compliance with Federal Title IV funding requirements, as well as college initiatives, reporting of student participation in classes will occur at three designated times each semester. Instructors will assign one of three non-transcribed letter symbols to each student during each reporting period (see below). Students identified as no longer participating will be dropped or administratively withdrawn from the class, and students identified as needing academic assistance will be contacted.

Caveat

There may be things that would require revisions to the syllabus or calendar. For example, severe weather, causing cancellation of classes or instructor illness causing changes in the calendar. Other events may affect the course calendar (at times it varies). Typing errors or a due date that must be changed may occur. In any case, the class will be notified of changes to the syllabus or calendar.