SOUTHERN
MAINE
COMMUNITY
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South Portland, Maine 04106

Communications & New Media

Title: **Typography**   Catalog Number: CNMS 261

Credit Hours: 3   Total Contact Hours: 45

Lecture (or Lab): Online Only   Instructor: Amie J. Howard, BFA

Office Hours – Location: By Appointment   Contact Information:

                                                           E-mail: ahoward@smccme.edu

                                                           Phone: 207-798-2227

REQUIRED TEXT   *The Non-Designer's type Book: insights and techniques for creating professional-level type,* by Robin Williams © Peachpit Press (2006) - Paperback - 2 (ISBN 0321303369) — any edition is fine

OTHER MATERIALS   Software: Adobe® Illustrator Recomended

ACCESS TO COURSE MATERIALS   Blackboard Management System

COURSE DESCRIPTION   Typography is a study and demonstration of traditional and digital typography and layout principles. This course covers the use of software and aesthetic issues need to produce effective communication for electronic media. Typography also covers the basic history of typography, and it's evolution.

DESIRED LEARNING OBJECTIVES AND OUTCOMES   Upon successful completion of this course, the student will have met the following objectives:
1.   Explain what a font and font family is.
2.   Classify type into one of the six defined type categories
3.   Identify and label the various parts of a type's anatomy
4.   Apply the four basic principles of design, Contrast, Repetition, Alignment, and Proximity, to original and existing layouts
5.   Explain the use of Grids as a design tool

CLASS METHODOLOGY

Online Lectures, book reading, online discussions and hands-on activities will comprise the essence of each class. This is a course in understanding concepts and applying that understanding in problem solving. In addition to the time we spend in the blackboard learning system, you will have to spend time outside blackboard reading text, thinking through problems, and working on homework assignments. Adequate prior preparation is essential for meaningful online discussion. Furthermore, it is important to note that this course is a computer hands-on course and will require computer time. It is the student's responsibility to gain access to a computer and software required to complete all computer hands-on assignments and projects.

COURSE REQUIREMENTS AND STANDARDS

- The student should have access to a computer, the online blackboard learning system, the required text book and software.

- All hands-on exercises will be completed using Adobe illustrator

- Students will take part in online discussions and exercises.

- Students should read and be knowledgeable of the definition of Plagiarism found in the college catalog.

- Students are encouraged to work together through blackboard mail, chat and online discussions

- Although students often work together to help each other on an assignment, each student must individually complete the assignment.

- All work submitted for grading must be the students own work or properly cited.

- Online behavior should support and enhance the learning environment and not disrupt or interfere with the teaching and learning process of others.

LATE WORK

- Assignments and project due dates will be strictly enforced. Special circumstances will be taken into consideration only if you have contacted the instructor **prior** to a particular deadline.

- Deadlines not kept will mean your grade on the particular assignment will be lowered five (5) points for each class day that it is late.

- It is the student's responsibility to pass in all assignments on time. If an assignment is not passed in to the instructor then a grade of zero will assigned.

MAKE UP POLICY

- Requests for make up of exams must be discussed and arranged with the instructor to be completed within on (1) week of the student's absence, otherwise, it will not be allowed.

- Likewise, all assignments and/or projects missed during an absence must be made up within one (1) week of the absence; otherwise, it will not be accepted.

ATTENDANCE

- Attendance is mandatory for success in this course. Therefore, the student is expected to attend all classes. Attendance will be taken at every class. Students are allowed one (1) absence for any reason (equivalent of one week of class), such as illness, a medical appointment, a court appearance, or a family problem. Any absences over the excused limit and the student's final course average will be lowered three (3) points for each additional absence from class.

- If a student is absent for three (3) consecutive classes or a total of five (5) classes (including the excused absences) anytime throughout the course, an administrative dismissal from the course will be initiated. Administrative dismissals do not alter the student's financial obligation or remove him/her from the class list. A grade of "AF" will be assigned.

- Punctuality to class is expected. For every three (3) occurrences of tardiness to class the student will receive an official absence.

- The student is responsible for all lecture material covered during an absence.

GRADE

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Class assignments and exercises.................................. 40%
Quizzes ................................................................. 20%
Discussions and online participation ........................... 30%
Final Project. .......................................................... 10%
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GRADING SCALE

Description	Letter Grade	Equivalent	Grade Points
Excellent	A	93-100	4.00
	A-	90-92	3.67
Good	B+	87-89	3.33
	B	83-86	3.00
	B-	80-82	2.67

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Satisfactory	C+	77-79	2.33
	C	73-76	2.00
Unsatisfactory	C-	70-72	1.67
	D+	67-69	1.33
	D	60-66	1.00
Failure	F	0-59	0.00

End-of-Course Evaluation

Students complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal. Students can access the course evaluations beginning one week before the end of classes. The deadline for submission of evaluations occurs Monday at 5 p.m. following the last day of the class. You will receive an e-mail to your student e-mail account when course evaluations are available.

ADA Syllabus Statement

Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call (207) 741-5798. If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the Disability Services Coordinator, Sandra Lynham, who can be reached at 741-5923. Further information about services for students with disabilities and the accommodation process is available upon request at this number. Course policies about online testing are modified to suit each individual's accommodations.

SMCC Pay-for-Print Policy

Each semester students receive a $20 printing credit. The balance resets at the end of the semester and any remaining credits are removed. The College's pay-for-print system monitors printing on all printers (including those in general access labs, library printers, Tutoring Services, Campus Center Lounge and technology labs). Be sure to log OUT of the system when you've finished your printing, to prevent unauthorized access to your account. Students can check the number of pages they have printed by using the Printing Balance tool available on SMCC computers (located in the lower right corner of the screen, near the clock). Departments with work study students who need to print documents for the department should contact the Help Desk at 741-5696 to have a special account set up. To find ways to reduce your printing charges, please go to the IT Help tab on My SMCC. If you have questions about the pay-for-printing policy or your printing charges, please contact the Help Desk at 741-5696 or send an e-mail to helpdesk@smccme.edu.

Refunds

Print jobs are eligible for a refund in the event of mechanical or electronic error on the part of the printer, print server, or software used to submit the job. Jobs are not eligible for a refund in cases where the job was not set up correctly, was submitted multiple times, or the student is not satisfied with the result. To request a refund, please bring the offending print to the IT Department in the basement of the Ross Technology Center. Refunds will be granted in the form of a credit to the student's account.

Add-Drop Policy

Students who drop a course during the one-week "add/drop" period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a pro-rated add/drop period. There is no refund for non-attendance.

Withdrawal Policy

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the Fall and Spring semesters and the second through ninth week of twelve-week Summer courses. This period is pro-rated for shorter-length courses

(usually 75 percent of course meeting times; please check with the Registration Office. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Registration Office. This process must be completed either in person or by using SMCC e-mail accounts.

Plagiarism Statement

If an instructor suspects that a student has knowingly committed a violation defined in the Maine Community College System Policy on Student Grade Appeals and Academic Misconduct, the instructor has the authority to review the alleged misconduct and determine the grade that the student should receive for the assignment and the course. The instructor may assign a failing grade for the assignment or course and may require the student to complete additional work for the course. The instructor may consult with the department chair and/or the College's chief academic officer prior to making such decisions. If a student seeks to challenge an instructor's determination, the student should submit a grade appeal. Grade appeal forms are available in the Advising Office on the South Portland Campus or in the administrative offices in the Learning Commons on the Midcoast Campus. An instructor may also refer the matter to the College's disciplinary officer for review under the procedures of the MCCS Student Code of Conduct