



**Credit Hours:** 3  
**Methodology:** Lect : Lab = 0:8  
**Prerequisites:** VCOM 300

**Meetings:** Section 001  
T+Th 12:30–3:15 pm  
McLaurin 352

**Lab Fee:** \$ 35

**Exam:** Thurs. Dec. 8  
3:00 p.m.

<http://vcom358.blogspot.com>

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**Textbook (required)**  
**Typographic Design: Form and Communication**, 4th Ed. by Carter & Meggs (ISBN: 978-0471783909)

**Materials Needed**  
Notebook / Sketchbook; Pen / Pencil; Internet Browser & Internet Connection; Adobe Creative Suite; other materials as assigned

**Course Description** Design and organization of printed word and letterforms in combination with other graphic elements. Exploration of experimental typographic forms, interpretive design, and text and image relationships.

**Course Goals & Student Outcomes**

1. To apply skills and concepts learned in previous VCOM coursework to typographically-centered visual communications projects. 2. Further understanding and development of conceptual directions as applied to directed applied design projects, especially as relates to the application of typography. 3. Use of appropriate media and materials to solve visual communications problems. 4. Refinement of student’s communication abilities as applied to projects relating to visual communications problems.

By the end of this course, students should be able to: At the conclusion of this course, students will be able to: Render design using typographic forms with traditional and/ or computer media; Execute design work using professional, clean, and precise craftsmanship; Execute appropriate design solutions, based on research & analysis.

**Class Content / Calendar**

**Administrative Calendar** (varies by semester)

August 26 Friday: Last day to add or drop classes via Wingspan or in person for the fall semester. After this date, students may withdraw by completing a withdrawal form signed by advisor and instructor.

September 5 Monday: Labor Day – campus is open and all classes in session

September 6 Tuesday: Last day for undergraduate students to select the S/U (satisfactory/unsatisfactory) option for a course or to change a course from S/U to a letter grade.

October 17–18 Fall break

October 21 Friday: Group Advising

October 21 Friday: Last day to withdraw. (Automatic N grade.) Withdrawing from a course after this date requires extenuating circumstances. Last day to rescind elected S/U option.

November 23–27 Wednesday-Sunday: Thanksgiving holidays

December 5 Monday: Last day of all classes

December 6 Tuesday: Study Day (no classes)

December 7–13 Exam Week

**General Course calendar with project listings\***

Aug. Typography review: terms, principles, methods

Aug.–Sept. Rendering: what the font

Sept.–Oct. Apparel: type as texture, tool, toy

Oct. Research Poster

Nov. Magazine Cover

Nov.–Dec. Final Projects

Dec. 1 Thurs., our Last VCOM 358 Class Meeting

Dec. 8 Thurs., 3:00 p.m. final exam

*\*In addition to design projects, various readings, worksheets, and written papers will be assigned.*

### Materials/Textbook

Students are expected to acquire and be responsible for all materials and textbooks indicated on the syllabus. The materials specified on the list are specific to this class, and have been reviewed with a mind toward what is required to successfully complete the projects. A textbook listed as “required” for the class is exactly that. Students are expected to arrive for every class prepared with appropriate materials (including homework, projects, research and production supplies) needed to make the most productive use of that day.

### Evaluation / Assessment Criteria

Class activities consist of major projects and additional exercises and activities, each with their own point value. The instructor assesses your work done in class and outside of class, using a variety of criteria, including:

Meeting Project Requirements (incl. deadlines): includes adherence to size/ color/ format/ and other limitations imposed by the project. No late projects will be accepted. To the end that being “late” on a project can be anticipated, the student is expected to devise a solution to submit the project, complete, and by the deadline. There will be in-class work, where you will be expected to meet a deadline that occurs during the scheduled meetings; there may also be deadlines at the start of class, where you are expected to have work prepared to review promptly at the beginning of the scheduled meeting time. Reworking projects is at the discretion of the instructor, but reworking of a project is, in itself, no guarantee that a better grade will result

Developmental Process: how the student has researched, experimented, explored, executed, and expanded on the problem the instructor has presented; the amount and quality of background research (conceptual, environmental, visual, historical, etc.) the student puts into the solution (*this metric does not assess student improvement(s) over the course of the semester*).

Presentation and Craftsmanship: professionalism depends on technical precision and exactitude; “effort” and “intention” on a project does not supplant results. Craftsmanship and presentation will be very closely scrutinized, and unacceptable craftsmanship will substantially impact the final grade.

Composition: organization of visual information, application and use of media, and other visual qualities relating to the finished design; projects can be well-researched, crafted professionally, and evidence a concept while still not being well compositionally unified, or visually interesting, dynamic or effective.

Concept: effectiveness of the project solution, and how the student has provided a sense of personality and interpretation; how well the concept has been defined and applied; the appropriateness of the concept, its unique and the overall relevance to the problem presented

Each project the student completes will be returned to them with an accompanying “rubric” that will describe the components used to evaluate that project; this rubric will describe the student’s result of evaluation (grade), and include comments that will help the student to determine areas of strength or in need of development for the project.

### Grade Scale for VCOM projects and final project totals

|           |                |           |             |           |               |
|-----------|----------------|-----------|-------------|-----------|---------------|
| <b>A</b>  | 96.0 and above | <b>C+</b> | 76.0 – 79.9 | <b>D+</b> | 64.0 – 67.9   |
| <b>A-</b> | 92.0 – 95.9    | <b>C</b>  | 72.0 – 75.9 | <b>D</b>  | 60.0 – 63.9   |
| <b>B+</b> | 88.0 – 91.9    | <b>C-</b> | 68.0 – 71.9 | <b>D-</b> | 56.0 – 59.9   |
| <b>B</b>  | 84.0 – 87.9    |           |             | <b>F</b>  | 55.9 or below |
| <b>B-</b> | 80.0 – 83.9    |           |             |           |               |

Four (4) documented absences will lower the student’s final letter grade by one full letter; for example: an “A” for the term would yield a “B”; a “B” for the term would yield a “C”; a “C” for the term would yield a “D”. Five (5) absences will mean automatic failure for the semester regardless of the grade(s) received on studio work or exams.

A student who arrives to class unprepared or unable to participate in class that day will be regarded as an absence for that day. A project is late (has missed the deadline) when it is not turned in by the date/time directed. No late projects will be accepted, regardless of reason. Information regarding grades—either performance on a specific project, or in the students performance in the class—will not be discussed via e-mail. This includes distribution of rubric/evaluation sheets, mid-term reports, and final grade reporting or explanations. This information is confidential and e-mail is not considered a “secure” or confidential form of communication.

Incomplete Grades: A final grade of "incomplete" is generally not considered, with the exception of extraordinary circumstances (e.g. an extended illness, et. al.), and must be handled with the instructor of a class, and approved by the Chair of the Department, no less than two weeks prior to the end of the semester or handled through the office of the Dean of Students.

### **Class Instructional Methods / How We Work**

Studio Time (Lab): There will be time in class to work; you will also be required to work outside of class in your personal studio space. Come to class prepared and ready to work each day. Bring all materials, tools, research data and work in progress to class. Students are responsible for all information and handouts during the course of the semester. If anything unique will be required it will be announced in advance. Use class time effectively. When a project is due it must be completed before class for a group critique. Class time should not be used for retrieving appropriate materials, nor should class time be used for work pertaining to other classes, design-related or not. If the instructor feels the student is using the time inappropriately, or is unprepared, the student may be asked to leave the class and be recorded as absent.

Lectures: Delivery of historical background, project descriptions, project backgrounds, design methods, and demonstrations to prepare students for projects. Students may need to take notes or otherwise document important content that is delivered in lectures as it may be needed during the production of a project, or otherwise asked for on a test.

Projects: Students will complete projects based on communication goals, context, visual research, and critique feedback. Projects will be executed through applied hand and photo-mechanical skills. You will learn about controlling and rendering with traditional and computer media, conducting research & analysis, and creating visual prototypes & final designs. Handouts, independent research, design exploration & studies, technical development, and experimentation will guide your process. The craft quality will be closely scrutinized. Project solutions must follow the assigned directions appropriately. All projects are expected to adhere to the presentation size(s) stated on the project sheets. All projects handed in should include a tracing paper overlay. Variance from requirements will lower your grade for that project, and can greatly impact your final grade for the semester.

Critiques: These assess your work in progress and/or final work by giving you constructive advice for developing craftsmanship, composition, and concept. These critiques will be a major component of this class, your design curriculum at Winthrop, and your professional career after the university. You will learn how to present and defend your work before an audience of the class. You will also learn how to receive constructive criticism and deliver it yourself. Full, candid and constructive participation is expected. Learn to take advantage of your colleagues' input because you have the opportunity to learn from others' mistakes, dilemmas, and successes.

Homework: there will be projects assigned as homework that will take place out of class. Be prepared to spend as much time as is necessary to finish your work. Be prepared to devote (minimally) 2-2<sup>1/2</sup> hours outside of class for every hour spent in class.

### **RVRC, Production & Support Material**

Students have access to the Rutledge Visual Resource Center (RVRC) during its posted, open hours. RVRC holds various equipment (photocopiers, light tables, and other equipment) that is useful in the production of final projects. All users must adhere to the policies for use of RVRC and its equipment. As with any technological facility, RVRC occasionally experiences breakdowns or the need for equipment cleaning or repair. Students are reminded that there are other photocopiers in the world"; RVRC capabilities represent a convenient asset for students. But lack of access or unexpected equipment breakdown does not relieve the student either of the project deadline or expectation of quality or completeness for a project. For information about RVRC, hours, policies, etc. consult: <http://design.birdnest.org/>

RVRC also holds computing and related equipment, as well as the student data server "Turnstile2". Design students *may be* permitted to use this equipment, depending on course level, project requirements, and instructor policies. Turnstile2 (T2) is an open-access, unsecured data server that - essentially anyone - can read/write to; users save data to it at their own risk. Use of computers and storage of data is expected to adhere to appropriate use guidelines, published by the university. Students are encouraged to save

their files responsibly on their own media, such as iPod, USB key, or external hard drive; relying solely on one storage media is not recommended. To access T2 remotely from on-campus:

IP Address = 10.2.64.98 || Sharepoint (PCs)= turnstile2 ||  
 Username = labuser || Password = labuser

## **Policies**

**Absences + Deadlines:** The instructor will take attendance at every meeting. Four (4) documented absences will lower the student's final letter grade by one full letter; for example: an "A" for the term would yield a "B"; a "B" for the term would yield a "C"; a "C" for the term would yield a "D". Five (5) documented absences will mean automatic failure regardless of the final letter grade you earned for the term. There is no distinction between "excused" and "unexcused" absence. A student who arrives to class unable to execute studio work due to lack of necessary materials, will be unable to participate in class that day. As a result, such a situation will be regarded as an absence.

A project is late (has missed the deadline) when it is not turned in by the date/time directed. No late projects will be accepted, regardless of reason. It is critical that you attend class because a majority of our course content is only covered during our scheduled meeting times. If a class is missed, it is the responsibility of the student to obtain any missed material or information. Class cancellations will be handled only through the Department of Design office.

**Class cancellations:** The instructor will attempt to notify the students in advance by e-mail if there is a cancellation. Otherwise cancellations will be handled only through the Department of Design (DoD) office., or (in the case of extreme weather or other emergencies) is handled by the university. Barring notification by one of these "official" sources, students are expected to be present and productive for every scheduled class meeting regardless of whether or not the instructor is actually present.

**E-mail / Distribution Lists:** at the beginning of the semester students are automatically added to the distribution list for a class. In certain situations (late registration) a student may be omitted from the distribution list. To manually subscribe to the distribution list for a course, send an e-mail to consult the following weblink:

[http://www.winthrop.edu/technology/default.aspx?id=7081&ekmense=bfef63b6\\_489\\_490\\_7081\\_2](http://www.winthrop.edu/technology/default.aspx?id=7081&ekmense=bfef63b6_489_490_7081_2)

E-mail is considered an official method for communication at Winthrop University. Students must activate and maintain a valid Winthrop e-mail account and check it to stay apprised of class developments, instructor or coordinator announcements, class cancellations, weather-related emergencies, advising times, and reviews. Non-Winthrop e-mail contacts will not be used. Students are responsible for any information communicated to them via the Winthrop e-mail account. Campus guidelines on the appropriate use of e-mail and the university technology policy can be learned about here:

<http://www.winthrop.edu/guide/appropri.html>

<http://www.winthrop.edu/guide/studentemail.htm>

**Cellular Telephones and Pager Devices:** **must** be set to vibrate during class; do not use these items during class, else you risk dismissal from class and will be counted absent. Any disruption to the classroom environment caused by these devices may result in the student being asked to leave, and counted absent for the day.

**Academic Honesty, Conduct, and Plagiarism:** All works created as a response to problems are expected to represent the efforts of the student as the original author and, in cases where the extant material is used, proper attribution should be attached. Familiarize yourself with the *Student Conduct Code* and the policies described in it. A copy, along with extensive discussion: <http://www.winthrop.edu/studentaffairs/Judicial/judcode.htm>

*"Plagiarism is taking someone else's words or ideas and passing them off as your own without giving proper credit to the source of your information. As such, it is intellectual theft and is considered one of the most serious forms of academic dishonesty."* — Bob Gorman

<http://www.winthrop.edu/dacus/researchguides/plagiarismrg.htm>

Academic dishonesty also occurs when the fundamental goals of an assignment are subverted, and methods of design production violate project guidelines. This would include but is not limited to the following circumstances: use of a computer or other mechanical device to execute work that is directed to be done through pencil or pen and ink; use of a transfer process—chemical or physical—to reproduce designs which are directed to be rendered by hand through pencil or pen and ink.

Student Code of Conduct: "Responsibility for good conduct rests with students as adult individuals." The policy on student academic misconduct is outlined in the "Student Conduct Code Academic Misconduct Policy" in the online Student Handbook

<http://www2.winthrop.edu/studentaffairs/handbook/StudentHandbook.pdf>

Students with Disabilities or Chronic Mental Illness

The faculty and staff of Winthrop University are committed to providing educational opportunities for all students. The Coordinator of the Office of Disability Services (ODS) serves as a liaison between students with disabilities and the Winthrop community to ensure full access to programs and services. To qualify for services, the student must provide current, appropriate documentation of a disability from a qualified health services provider. To avail yourself of this service, please contact ODS at 323-3290 or visit their offices at 203 Crawford Building. Students are responsible for identifying themselves to the Coordinator of Services for Students with Disabilities. Services are provided on a semester-by-semester basis, and students must contact the ODS, please inform your instructor as early as possible in the semester.

Safe Zones It is the expectation that communication in class will have a spirit of intellectual inquiry, and that all participants will participate in respectful discourse at all times. The professor considers this classroom a place where you will be treated with respect as a human being—regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age or ability. Diversity of thoughts are appreciated and encouraged provided you can communicate about them respectfully. It is the professor's expectations that ALL students consider the classroom a safe environment and behave in a civil, respectful manner.

*By enrolling in and attending this class, the student agrees and is bound by the stated course requirements and objectives as outlined in the syllabus provided by the instructor. They understand that failure to follow the outlined regulations may affect her or his final grade, up to and including graduation requirements. This syllabus is complete and accurate at the time of distribution. If a change will be necessitated to the syllabus content, policies, project calendar or other information, the class will be notified both in class and via e-mail of the change(s) to the syllabus, and presented with corrected information as it becomes available.*

S I U Satisfactory **10** points • Inconsistent **5** points • Unsatisfactory **0** points

**Craftsmanship / Handskills**

**10** the work consistently exhibits an appropriate and suitable level of craftsmanship

**Composition**

**10** **5** solutions are appropriate, communication design principles are understood and used  
layouts are visually compelling  
**5** effective understanding & use of visual elements and space

**Concept: Research + Message**

**10** **5** the work evidences a suitable amount of applicable research  
problem solutions are effective: message and/or concept is clear

**Presentation / Professionalism**

**10** all work prepared & delivered on time, according to directives  
**5** work is suitably and professionally presented consistently  
**10** demonstrates understanding of project and the design solution  
**10** the work and presentation indicates the student can work in a professional setting

**Project Grade Sample**

|               |                     |                   |                   |                   |
|---------------|---------------------|-------------------|-------------------|-------------------|
| <b>80</b>     | <b>Your Points</b>  | <b>A</b> 100–96   | <b>C+</b> 79.9–76 | <b>D+</b> 67.9–64 |
| <b>100</b>    | <b>Max Points</b>   | <b>A-</b> 95.9–92 | <b>C</b> 75.9–72  | <b>D</b> 63.9–60  |
| <b>80.00%</b> | <b>Percentage</b>   | <b>B+</b> 91.9–88 | <b>C-</b> 71.9–68 | <b>D-</b> 59.9–56 |
| <b>B-</b>     | <b>Letter Grade</b> | <b>B</b> 87.9–84  |                   | <b>F</b> 55.9–0   |
|               |                     | <b>B-</b> 83.9–80 |                   |                   |

Grades **All Work to Date**

| <b>PROJECTS ARE SUBJECT TO CHANGE</b>            |  | <b>Your Points</b> | <b>Max Points</b> |
|--|--|--------------------|-------------------|
| <b>Typophoto (Type as Image / Image as Type)</b> |  |                    |                   |
| Spec Sheet                                       |  | <b>80</b>          | 100               |
| Poster   |  | <b>69</b>          | 100               |
| Type Quiz  |  | <b>28</b>          | 30                |
| <b>Clock</b>                                     |  |                    |                   |
| Final Product                                    |  | <b>84</b>          | 100               |
| <b>Pop-Up Books</b>                              |  |                    |                   |
| Preliminary Research                             |  | <b>10</b>          | 10                |
| <b>BitMap Typeface</b>                           |  |                    |                   |
| 1-day type design                                |  | <b>20</b>          | 20                |
| <b>T-Shirts</b>                                  |  |                    |                   |
| Rough Sketches (two designs, each worth 10)      |  | <b>10</b>          | 10                |
| <b>Jury &amp; Venezky Article</b>                |  |                    |                   |
| Read and Respond                                 |  | <b>20</b>          | 20                |
| <b>Book Cover</b>                                |  |                    |                   |
| Final Product                                    |  | <b>87</b>          | 100               |
| <b>Typanimals</b>                                |  |                    |                   |
| Final Product—10 extra points for most in a day  |  | <b>36</b>          | 26                |
| <b>Pop-Up Book</b>                               |  | <b>188</b>         | 200               |

**TOTAL GRADES SAMPLE**

|                   |                   |                   |                    |                   |
|-------------------|-------------------|-------------------|--------------------|-------------------|
| <b>A</b> 100–96   | <b>C+</b> 79.9–76 | <b>D+</b> 67.9–64 | <b>Your Points</b> | <b>Max Points</b> |
| <b>A-</b> 95.9–92 | <b>C</b> 75.9–72  | <b>D</b> 63.9–60  | <b>632</b>         | <b>716</b>        |
| <b>B+</b> 91.9–88 | <b>C-</b> 71.9–68 | <b>D-</b> 59.9–56 | <b>Your Grade</b>  | <b>88.3%</b>      |
| <b>B</b> 87.9–84  |                   | <b>F</b> 55.9–0   | <b>Letter</b>      | <b>B+</b>         |
| <b>B-</b> 83.9–80 |                   |                   | <b>Grade</b>       |                   |

Late Left Early Absence

Four absences will lower your final letter grade 1 full letter.  
Five absences will result in an F for the semester.