



DOANE
UNIVERSITY

SYLLABUS

Course Title	Typography
Course Number	GRD 241
Number of Credits	3
Course Dates	1/18/21 - 3/13/21
Instructor	Chris Hadfield
Email Address	chris.hadfield@doane.edu
Office Hours/Availability	5:30 - 6 Mon - Thurs
Phone Number	4022022435 calls only please
Textbook Information: (e.g. title, edition, publisher, ISBN)	NONE
Additional Course Materials	NONE
Course Description	This course is a complete overview of design and layout theory. Students will complete a number of exercises and tests that will familiarize them with difference between “amateurish” and

	professional layout. Students will also learn the theory and rules behind professional design.
Program Outcomes	<ul style="list-style-type: none"> a. Develop critical and analytical thinking skills b. Apply creative solutions to complex problems c. Exhibit knowledge of communication concepts, processes, and visualization of techniques. d. Student will apply the role of graphic design history and criticism as a framework for practice e. Master current material and tools, and technologies for graphic design f. Understand the underlying principles and practices in image design, typography, symbol systems, informational and promotional design, multimedia, and Web design g. Student will recognize the designer's responsibility to the client, audience, and society h. Use effective and innovative communication in the field of graphic design
Course Learning Outcomes/Objectives	<ul style="list-style-type: none"> 1. Understand what design is. 2. Students will know the difference between Graphic Design and Art through research assignment. 3. Apply design theory into application through multiple assignments. 4. Know how to use type layout to effectively present a message through ad project.
Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements

Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
Week 1	What is Typography	MOVIE-HELVETICA	Greater knowledge of the idea of Type Style	
Weeks 2-6	Exploring typography	Lecture and exercises centered around understanding type theory and application	A full understanding of how to effectively present type within design	End of week 6
Week 7	Review and handouts	Complete review of course and distribution of all lecture content in printed form	Preparedness for final	End of week 7
Week 8	Final	Open note/open handout final		End of week 8

Grading Assessments

Type of Assessment	Points	Total possible points
Successful completion of all in class exercises and final will result in full credit for the course		

Grade Scale

A+ = 97-100% A = 94-96% A- = 90-93% B+ = 87-89% B = 84-86% B- = 80-83%
 C+ = 77-79% C = 74-76% C- = 70-73% D+ = 67-69% D = 64-66% D- = 60-63%
 F= 59% or below

Participation Policy	<p>A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade.</p> <p>(Faculty to insert any additional class participation; see resource page for ideas.)</p>
Study Time	<p>Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.</p>
Late Work	<p>(Include expectations regarding late work; please see attachment for examples.)</p>
Submitting Assignments	<p>(Include expectations regarding students' submission of assignments, for example, in class or in Canvas.)</p>

Communication Policy including Assignment Feedback	(State your policy on timeliness of communicating with students and length of time needed before assignments will be graded, e.g. 48 hours.)
Academic Integrity Policy	New Academic Integrity Policy to be released AUTM 2018
Academic Support	Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support
Disability Services	https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University. Please contact Chris Brady at chris.brady@doane.edu or 402-467-9031 for assistance.
Military Services	https://www.doane.edu/graduate-and-adult/military
Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.

Syllabus Addendum	https://www.doane.edu/Syllabus
--------------------------	---