Materials Required
- Critical thinking and participation
- Black Sharpie permanent markers
- Various point sizes, pencils, erasers
- 8" x 10" min. sketchbook white
- Black-on-black core matte board
(10" x 15" or 15" x 20")
- Mounting adhesive: rubber cement and pick up, masking tapes
- X-acto knife and blades #11, scissors
- 18" metal ruler with non-slip back
- 24" self-healing cutting mat
- T-square, Rt. Triangle, Proportion Scale
- Lyt. weight tracing paper-roll or sheets
- White, heavy paper Pad 14 x 17
- 3-ring Binder (for handouts + notes)
- Portable drive (flash/thumb/jump drive) comes in various capacities
- Digital camera (cell phone camera)

Students are responsible for having mounting materials with them at all times. NO materials will be supplied by instructor on day of critiques. It is your responsibility to be prepared!

Classroom Materials
As a student enrolled in the program, you are given access to printers, paper and various bindery items. These materials are to be used only for class projects and with instructor approval. They are a benefit and should not be abused so we may continue to provide for all students.

Course Description
This course focuses on time-based composition and animation of typographic vocabulary through the use of current software. Elements of motion design are introduced with the objective of enhancing visual form, meaning and communication, emphasizing the relationship between typography principles and animation fundamentals.

Pre-requisites: GRA 3112C. This course is restricted to BFA Graphic Design majors

Course Objectives
1. Expand digital vocabulary that encompasses digital design.
2. Be able to select the appropriate software package for distinct design problem-solution projects.
3. Become aware of current issues regarding digital design, production and creative processes.
4. Research.
5. Critical thinking.
6. Understand the use of the computer as a creative design tool.
7. Further explore and develop design principles and concepts.
8. Acquire knowledge regarding the concerns and responsibilities surrounding visual communication and the applied arts.

Preparedness
Students are responsible for securing hand-outs, assignment sheets and lecture notes from fellow classmates for days that they do not attend class. Students who arrive late are responsible for acquiring course hand-outs, assignment sheets and lecture notes for the time period they missed. Lectures will not be repeated in person by phone or email on an individual basis for those who are late or absent under any circumstance.

Required Text
Type in Motion 2, Matt Woolman, 2007
Typography Workbook: A Real-World Guide to Using Type in Graphic Design, Timothy Samara, 2006

Books are available at the Davie campus bookstore or on-line at amazon.com, half.com and other sources. Amazon provides students with free 2 day shipping: www.amazon.com/go/student/signup/info

Websites
http://www.aiga.org (American Institute of Graphic Artists)
University Center for Excellence in Writing, www.fau.edu/UCEW/

Additional References
Print Journals/Design Magazines: Communication Arts, Graphis, Print, HOW, ID, EYE, Juxtapoz, Metropolis
Most of these journals also have on-line content.

Methods & Evaluation
Projects involve problem-solving with and without the computer. Emphasis is placed on conceptual thinking and your understanding of visual communication theory, applications and language. This course is primarily project based to prepare the student for current industry standards. Critiques and discussion of work are important to the process of design and this class. Students are expected to participate in critiques and be able to present their ideas and work. Completion of all projects by their assigned due date is required. Final grades will be based on these factors as well as your design process and the quality of the work presented.

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### Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93 - 100</td>
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<tr>
<td>A-</td>
<td>90 - 92</td>
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<tr>
<td>B+</td>
<td>87 - 89</td>
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<tr>
<td>B</td>
<td>83 - 86</td>
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<tr>
<td>B-</td>
<td>80 - 82</td>
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<tr>
<td>C+</td>
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<td>73 - 76</td>
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<td>C-</td>
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<td>D+</td>
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<td>D</td>
<td>63 - 66</td>
</tr>
<tr>
<td>D-</td>
<td>60 - 62</td>
</tr>
<tr>
<td>F</td>
<td>0 - 59</td>
</tr>
</tbody>
</table>

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### Projects (400 pts = 90% of grade)

Projects are due on the date assigned. Projects are due completed at the beginning of class, otherwise will be considered late. Late projects will be deducted one (1) letter grade. Projects not turned in by following class period will not be accepted and will result in a 0 (F). Students not present for Exam and who have not made prior arrangements to take the exam early, will receive a 0 for that exam. Make-up exams must be the following class period. Students must attend all project critiques, work-in-progress critiques and exams. Late arrivals on critique and exam days will not be allowed to participate and will be deducted one letter grade for that project or exam. You performance throughout the entire semester will be used to determine your final grade including: Projects, Excerises, Exam, Sketches, Class Participation and Process.

### Grading Policy

Assignments are due on the date assigned. Projects are due completed at the beginning of class, otherwise will be considered late. Late projects will be deducted one (1) letter grade. Projects not turned in by following class period will not be accepted and will result in a 0 (F). Students not present for Exam and who have not made prior arrangements to take the exam early, will receive a 0 for that exam. Make-up exams must be the following class period. Students must attend all project critiques, work-in-progress critiques and exams. Late arrivals on critique and exam days will not be allowed to participate and will be deducted one letter grade for that project or exam. You performance throughout the entire semester will be used to determine your final grade including: Projects, Excerises, Exam, Sketches, Class Participation and Process.

### Attendance Policy

Attendance is required. Working at home is not a substitute for attending class! Late Arrivals and Early departures are disruptive and not acceptable. You must remain in class until the instructor releases you. Non-penalized (excused) absences are: death in the immediate family, religious observance in your own faith, serious illness or hospitalization, jury duty, subpoenas or military service. All other scenarios constitute an unexcused absence. Appropriate documentation is required for all excused absences. If no documentation is provided, it will be considered unexcused. In any instance where you are able to notify the instructor prior to class you must do so. You (not the instructor) are still responsible for all work assigned and catching up with the help of fellow classmates. Check the course syllabus for assignment information. Excused absences only will be allowed one (1) extra class period to complete assignments. Students may withdraw without academic penalty up to the mid-point of the semester.

3 Late Arrivals (10 minutes or more) or Early Departures = 1 unexcused absence
3 unexcused absences = drop your Final Grade by one (1) letter grade
4 unexcused absences = Final Grade of (F) for the course

Arriving more than 20 minutes late or departing 20 minutes early = 1 unexcused absence
A critique absence will count as 2 absences. You must be present at the critique start.

### Statement of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty, including cheating and plagiarism, is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. [http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf](http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf)

### Students with Disabilities

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodations due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) located in Boca Raton SU 133 (561-297-3880), in Davie - LA 240 (954-236-1677), in Jupiter - SR 110 (561-799-8585) follow all OSD procedures. [http://osd.fau.edu](http://osd.fau.edu)

### Unauthorized use of Electronic Devices

Cellular phones must be turned off and stowed while in class. Use of electronic devices such as phones, pages, texting devices, or games of any kind is not permitted in class such use will result in a disciplinary referral.

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Important Dates

JAN 10  Last day to drop classes without consequences
JAN 20  MLK Holiday-No Classes
FEB 17-21 Midterm
FEB 28  Last day to drop a course without an F grade
MAR 3-9  Mid Break-No Classes
APR 23  Last Day of Classes
APR 23-30 Final Exam Week
MAY 2  Semester Ends
MAY 5  Grade Due to Registrar

Email & Contact Information

Official information is communicated via your FAU email account. You are obligated to regularly check this account and make certain that your box is not full and unable to receive email. All class communication will be conducted by FAU email. My email is provided at the top of the syllabus and each project sheet. Please reference course number GRA 4183C in the subject line of all emails.

+ Graphic Design Talk
+ Discussions, Conversations
+ Exercises/Studies
+ Readings

Evaluation:
- concept
- development
- execution
- craftsmanship

Extra Credit

You are required to attend 3 design art events this semester as part of your course attendance. I will recommend possible events. You are also welcome to propose events. You must present evidence of your participation.

Course Calendar*  GRA 4183C Typographic Design Lab 3  |  SPRING 2013

Week 1  F JAN 10  Course Overview, GD Talk - Intro
Week 2  F JAN 17  GD Talk - Type basics
Week 3  F JAN 24  GD Talk - Basic animation concepts
Week 4  F JAN 31  Project 1 DUE: (start software intro)
Week 5  F FEB 27  studio
Week 6  F FEB 7  studio
Week 7  F FEB 14  Project 2 DUE: (start software intro)
Week 8  F FEB 21  studio
Week 9  F FEB 28  studio
Week 10  F MAR 7  Mid Break - No class
Week 11  F MAR 14  studio
Week 12  F MAR 21  Project 3 DUE: (start software intro)
Week 13  F MAR 28  studio
Week 14  F APR 4  studio
Week 15  F APR 11  studio
Week 16  F APR 18  studio
Week 17  F APR 25  Final Project IV DUE: Last Class
Week 18  W APR 30  pick up all work 9-10:15 am

Note: computer “sketches” will not be accepted unless specially indicated
Class preparations and participation count toward final grade.
Please note: no spray glue is permitted in the buildings—including stairwells.
*Subject to change; instructor reserves the rights to change the project assignments and due dates given in this course.
Bibliography


Type in Motion 2, Matt Woolman, 2007


Typography Workbook: A Real-World Guide to Using Type in Graphic Design, Timothy Samara, 2006


Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, Web, October 2012 - By Bill Byrne, Yael Braha - Taylor & Francis 410 pages - ISBN 1136132139
