Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS

ARTS 524
ADVANCED TYPOGRAPHY

COURSE DESCRIPTION

This course is an advanced study of typography. Students are expected to develop an original body of work reflecting their personal artistic interests in graphic design. Graduate level students are expected to approach their work conceptually while demonstrating aesthetic excellence. May be taken twice.

RATIONALE

Typography is a lifelong study for the graphic designer. The purpose of this course is to help guide the graduate student in the development of critical thinking and combining typographic theory and skills in order to create a fully matured final portfolio thesis project.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. ADDITIONAL MATERIALS FOR LEARNING

A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Microsoft Office
D. Adobe Creative Suite CC (This software is available online by subscription; it is standard for all SADA classes. The minimum configuration is Illustrator, Photoshop, InDesign, and Acrobat Pro)

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

A. Create a professional proposal for a body of work including one or more typographically-oriented projects or sets of projects.
B. Apply advanced knowledge of typographic design theory to a finished body of work.
C. Develop a project timeline commensurate with graduate level research and scholarship.

D. Complete a project consistent with a biblical worldview throughout all aspects of the creative process.

V. **COURSE REQUIREMENTS AND ASSIGNMENTS**

A. Textbook readings and lecture presentations

B. Course Requirements Checklist

After reading the Course Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C. Blogs (4)

There are 2 forms of blog posting. A **Work/Draft post** must contain an appropriate selection of images, scanned work sketches, or other preliminary design drafts to give a clear idea of what the design portion of the project is going to look like. This initial post must be supported with a 100–150-word text explanation which will elucidate the goal and intent of the images used for the project. The student will be required to provide comments and critique the Work/Draft blog posts of other students with the second form of posting: **Critique/Comment** posts must specifically address the effectiveness of elements used in the draft post and whether they support the goals of the draft as presented as well as including constructive comments for any changes. The student is required to comment on 2 other classmates’ Work/Draft blog entries.

D. Course Proposal – Draft

The student will submit a proposal for an advanced project (or projects) in the field of Typography. The proposal will need to be of appropriate depth and rigor for graduate study, and it must define what deliverables will be submitted for Phase 1 and Phase 2.

E. Visual Research Document

The student will create a Visual Research Document to define the direction of the projects leading to the deliverable(s). The student will submit 5 or more images supported by a written commentary that describes how the images support the direction of the proposed project(s).

F. Course Proposal – Final

The student will revise the proposal according to the instructor’s comments as to the content of the deliverables and revised goals (if any) of the project. All questions must be clarified at this stage in order to ensure the final version of the project will be consistent with the intent of proposal.

G. Phase 1 Deliverable

The student will submit the first stage for the project (or projects) in the field of Typography, which will need to be of appropriate depth and rigor for graduate
study. The deliverable must be based upon the work done for the previously submitted Visual Research Document and must include any case studies or related work, images, or other examples upon which the research was based.

H. Phase 2 Deliverable

The deliverable must include revised images derived from blog comments and instructor feedback. As with the first deliverable, this must also be based on what was planned in the Course Proposal and should draw from the Visual Research Document. A detailed list of review changes will be included as needed.

I. Final Digital Presentation

The student will submit a finalized presentation which includes all changes discussed and recommended during the review process. The deliverable must include finished art in an appropriate digital form. The final format will be determined by the instructor during the review process. Variations to “proper or standard formats” must be discussed with and agreed upon with the instructor prior to final submission in order for a proper grade to be assigned.

J. Midterm and Final Exams

Each exam will cover the Reading & Study material for the assigned module/week. Each exam will be open-book/open-notes, contain 20 multiple-choice and true/false questions, and have a 30-minute limit.

VI. COURSE GRADING AND POLICIES

A. Points

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Blogs (4 at 75 pts ea)</td>
<td>300</td>
</tr>
<tr>
<td>Course Proposal – Draft</td>
<td>100</td>
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<tr>
<td>Visual Research Document</td>
<td>100</td>
</tr>
<tr>
<td>Course Proposal – Final</td>
<td>100</td>
</tr>
<tr>
<td>Phase 1 Deliverable</td>
<td>100</td>
</tr>
<tr>
<td>Phase 2 Deliverable</td>
<td>100</td>
</tr>
<tr>
<td>Final Digital Presentation</td>
<td>100</td>
</tr>
<tr>
<td>Midterm Exam (Modules 1–4)</td>
<td>50</td>
</tr>
<tr>
<td>Final Exam (Modules 4–8)</td>
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<td><strong>Total</strong></td>
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B. Scale

\[ A = 940–1010 \quad A- = 920–939 \quad B+ = 900–919 \quad B = 860–899 \quad B- = 840–859 \\
\[ C+ = 820–839 \quad C = 780–819 \quad C- = 760–779 \quad D+ = 740–759 \quad D = 700–739 \\
\[ D- = 680–699 \quad F = 0–679 \]

C. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.
Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

VII. Bibliography

**COURSE SCHEDULE**

**ARTS 524**


<table>
<thead>
<tr>
<th>MODULE/ WEEK</th>
<th>READING &amp; STUDY</th>
<th>ASSIGNMENTS</th>
<th>POINTS</th>
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<tr>
<td>1</td>
<td>Heller &amp; Meggs: Prefaces 1–2, Section 1: chs. 1–5, Section 2: chs. 6–12 1 presentation</td>
<td>Course Requirements Checklist  Class Introductions Blog 1 Course Proposal – Draft</td>
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<td>3</td>
<td>Heller &amp; Meggs: Section 4: chs. 1–5 1 presentation</td>
<td>Blog 2 Course Proposal – Final</td>
<td>75 100</td>
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<td>Blog 3 Midterm Exam</td>
<td>75 50</td>
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<td>5</td>
<td>Heller &amp; Meggs: Section 5: chs. 1–3 1 presentation</td>
<td>Phase 1 Deliverable</td>
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<td>Heller &amp; Meggs: Section 5: chs. 5–8 1 presentation</td>
<td>Blog 4</td>
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<td>8</td>
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<td>Final Digital Presentation Final Exam</td>
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<td></td>
<td><strong>TOTAL</strong></td>
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<td><strong>1010</strong></td>
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DB = Discussion Board

**NOTE:** Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on Friday.