

Course Logistics and Instructor Contact Information

Course Title: Art 4390 Special Topics in Studio Art - Typography

Course Number and Section: 4399.060 Fall 2026

Scheduled Class Days and Times: This is a fully online course organized into weekly modules.

Modules open every Monday at 8:00 AM

Instructor Name: Leila Yarian

Email: lyarian@uttyler

Best way to contact: Email (Response Time: Instructors typically respond to emails from students within 24 hours. However, responses may be delayed over the weekend and during holiday periods.)

Office Hours: If you have any questions, need help, or would like to discuss anything school-related, please email me to set up a time to meet virtually.

Course Information

Course Overview

Typography is much more than selecting fonts, it is the art and practice of organizing type to communicate ideas effectively. Throughout this course, you will explore typography as a powerful visual language, learning how type influences readability, hierarchy, branding, emotion, and user experience. Through historical study, critical analysis, and hands-on design projects, you will develop the skills needed to make informed typographic decisions in professional design practice. During the semester, you will examine the evolution of typography, analyze typefaces and their personalities, apply principles of typographic hierarchy and composition, and create projects that demonstrate effective visual communication. You will also participate in peer critiques and discussions, allowing you to evaluate professional work, articulate design decisions, and strengthen your ability to give and receive constructive feedback.

By the end of this course, you will have developed a deeper understanding of typography as both a functional communication tool and a creative design medium, preparing you to apply these skills in branding, editorial design, digital media, user experience, and other areas of visual communication.

Student Learning Outcomes

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

- Demonstrate an understanding of typographic history, terminology, anatomy, and classification and explain their role in effective visual communication.
- Apply the principles of typography, including hierarchy, alignment, spacing, contrast, proportion, rhythm, balance, and scale, to create clear, visually engaging, and purposeful designs.
- Select, combine, and organize typefaces appropriately based on audience, context, readability, accessibility, and communication goals.
- Develop original typographic solutions that effectively communicate concepts, personality, and visual messages across a variety of design applications.
- Analyze and evaluate typographic compositions using professional design vocabulary and the principles of typography and visual communication.
- Critique and defend typographic design decisions through written discussions and peer critiques, providing constructive, evidence-based feedback.
- Integrate historical knowledge, research, and contemporary typographic practices to create professional-quality designs that address real-world communication challenges.

Course Materials

Primary Textbook: *Typographic Design: Form and Communication*, by Rob Carter , Sandra Maxa, Mark Sanders, Philip B. Meggs, Ben Day
Publisher: Wiley, ISBN-978-1119312567, 7th Edition

Special Course Notes:

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance through Canvas Announcements. Please set up email notifications for your devices so that you can stay informed.

Course Structure

This is a fully online course organized into weekly modules. Modules open every Monday at 8:00 AM and modules include project, discussion boards, assigned readings, and multiple-choice quizzes (it may vary from week to week). All quizzes are due on Sunday of each week at 11:59 PM.

Throughout the semester, you will participate in three creative discussion boards, complete five individual hands-on creative activities, work on one group creative project, and a journal that is collection of all the process regarding each project (from scratch to the final digital design). You will work both independently and collaboratively, depending on the assignment. Please refer to the syllabus and handouts for detailed information.

Tips for Success in this Course

1. **Participate.** I invite you to engage deeply, ask questions, and talk about the course content with your classmates. You can learn a great deal from discussing ideas and perspectives with your peers and professors. Participation can also help you articulate your thoughts and develop critical thinking skills.
2. **Manage your time.** I get it! Students usually juggle a lot, and I know you've got commitments beyond this class. Still, doing your best often means carving out enough dedicated time for coursework. Try scheduling specific blocks of time and ensure you have enough room to finish assignments, allowing extra space for any tech issues that might pop up.
3. **Login regularly.** I recommend that you log in to Canvas several times a week to view announcements, discussion posts and replies to your posts.
4. **Do not fall behind.** This class moves at a quick pace. If you feel you are starting to fall behind, check in with the instructor as soon as possible so we can troubleshoot together. It will be hard to keep up with the course content if you fall behind in the pre-work or post-work.
5. **Use Canvas notification settings.** Pro tip! Canvas can ensure you receive timely notifications in your email or via text. Be sure to enable notifications to be sent instantly or daily. (Canvas Notification Guide
([https://community .canvaslms.com/t5/Student-Guide/How-do-I-manage-my-Canvas-notification-settings-as-a-student/ta-p/434](https://community.canvaslms.com/t5/Student-Guide/How-do-I-manage-my-Canvas-notification-settings-as-a-student/ta-p/434)))

6. Ask for help if needed. If you are struggling with a course concept, reach out to me and your classmates for support.

Graded Course Requirements Information

Weekly Reading (12 chapters)

Each week, you will read one chapter from the course textbook. (check the calendar)
(week 1,2,3,4), then (week 6,7,8,9), then (week 11,12,13,14)

Quizzes (12 quizzes)

Weekly quizzes (25 multiple-choice questions each) assess your understanding of the assigned textbook readings. Quizzes must be completed individually. Each quiz has a 2-hour time limit and is closed-book. You are allowed one attempt per quiz.

Your quiz weeks are: (week 1,2,3,4), then (week 6,7,8,9), then (week 11,12,13,14)

Discussion Board Participation

Approximately every week, you will participate in a discussion board related to your current project. Detailed instructions are provided in the corresponding weekly module and project handout.

Quality participation requires:

An initial post (typically 300–400 words, unless otherwise specified).

Constructive and respectful responses to the required number of classmates.

These discussions are designed to help you strengthen your design process, develop your critique skills, and learn from your classmates' work.

Individual Creative Work (five projects)

You will complete five individual creative projects throughout the semester, each lasting approximately one to four weeks. Detailed guidelines, requirements, and timelines for each project are provided in the project handouts available on Canvas.

Collaborative Creative Work (One Project)

In teams of 2 students, you will work on one collaborative creative project over six weeks.

Guidelines are available in the Week 13 module on Canvas. This project allows you to explore design concepts collaboratively, apply typography and software knowledge to creative work, and practice teamwork and communication skills.

Journal

At the end of the semester, you will submit a comprehensive PDF portfolio that includes the complete process for all of your projects, from the initial research and concept development to the final design. Maintaining an organized workflow from the beginning will make this final submission much easier and will demonstrate your growth as a designer. (If you stay organized from the beginning of the semester and keep all phases of your projects in order, your process journal will naturally be created by the end of the semester. This will make assembling your final portfolio much easier and will demonstrate your complete design process and growth throughout the course.)

Final Exam

There is no final quiz in this course. Your final grade is determined by your overall performance throughout the semester, including weekly quizzes, discussion board participation, individual creative projects, group work, and journal. All assigned work is averaged to calculate your final course grade.

The goal of this course is to help students develop a strong understanding of typography through a balance of reading, analysis, discussion, and creative practice. Weekly readings and quizzes reinforce key typographic concepts, terminology, history, and design principles. Discussion boards encourage critical thinking, professional critique, and collaboration, while individual and group projects provide opportunities to apply typographic knowledge to real-world design problems. Together, these activities develop students' conceptual thinking, technical skills, and ability to communicate effectively through typography.

Grading Structure

Assignment	Percentage %
Weekly Quiz	12%
Projects Discussion Board (fifteen discussion Board)	30%
Creative Discussion Board (three discussion Board)	10%
Personal Creative Work (five creative work)	35%
Group Creative Work	10%
Journal	3%

Grading Scale

Grade	Range	Notes
A	90 - 100%	Excellent (superior effort and results above and beyond)
B	80 - 89%	Good (significant effort and hard work)
C	70 - 79%	Average (minimal class requirements met)
D	60-69%	Below average (below average requirements met)
F	0-59%	Poor (inferior work and attitude)

Grades will be discussed on an individual basis by office appointment only. (virtual meeting)

Late Work and Make-Up Exams:

Assignments are expected to be submitted by the posted deadline. Late work will only be accepted in emergency situations if you notify me in advance and receive approval. Approved late assignments may be submitted up to 3 days after the due date and will receive a 10% deduction for each day late (10% for one day, 20% for two days, and 30% for three days). Assignments submitted more than 3 days after the due date will not be accepted and will receive a grade of zero, except in documented emergency situations approved by the instructor. Discussion board posts cannot be submitted late, as they are collaborative activities that depend on timely participation and peer interaction. Makeup quizzes are not offered. If you experience a serious illness, family emergency, or other documented extenuating circumstance, please contact me as soon as possible so we can discuss your situation. Whenever possible, notify me before the assignment deadline.

AI (Artificial Intelligence) Policy

Artificial Intelligence (AI) tools (such as ChatGPT, Grammarly, or similar platforms) may be used only for grammar checking, proofreading, and revising your own writing. AI cannot be used to complete:

- Quizzes or exams
- Discussion board posts
- Individual or group creative projects
- Research projects or papers

All submitted work must reflect your own original ideas and effort. Using AI inappropriately to generate content for graded assignments will be considered academic dishonesty under UT Tyler policies.

If you use AI for writing revision, you must acknowledge it briefly in your work (for example: “AI-assisted grammar and editing used”).

Attendance Policy (optional):

As this is an online asynchronous course, traditional attendance is not taken. However, "attendance" is reflected in your consistent engagement with course materials and timely completion of assignments. Logging in regularly (at least 3 times per week) and participating actively in discussions demonstrates your commitment to the course.

University Policies & Student Resources:

University policies and student resources are available on the University website and in Canvas under “Syllabus”. (You may copy or print the following information to include in your syllabus or use the links provided below.)

- [University Policy](#)[Links to an external site.](#)
- [Links to an external site.](#)
- [Student Resources](#)

Calendar of Topics, Readings, and Due Dates

The table below provides a summary of course topics and due dates.

Please note that your instructor may update the schedule during the term due to unforeseen circumstances, such as student progress, emergency situations, or university holidays. You will receive the update through the Canvas announcement.

When	Date	Topic	Assignments and Due Dates
Week One	(8/24)	• The Evolution of Typography	• Submit self Introduction • submit syllabus agreement • Introduction to the first individual creative work • First individual creative work discussion board (part two)-Due date is the end of the day on Thursday 8/27 • Chapter one quiz • Due date for all the submission is end of the day on Sunday (8/30)
Week Two	(8/31)	• The Anatomy of Typography	• Introduction to the second individual creative work • Introduction to the second individual creative work discussion board (part one)-Due date is the end of the day on Thursday 9/4 • Chapter two quiz
Week Three	(9/7)	• Legibility	• Second individual creative work discussion board (part two)-Due date is the end of the day on Thursday 9/11 • Chapter three quiz • Due date for the second individual creative work is the end of the day on Sunday (9/13)

Week Four	(9/14)	• The Typographic Grid	• Introduction to the third individual creative work • Third individual creative work discussion board (part one)-Due date is the end of the day on Thursday 9/18 • Chapter four quiz
Week Five	(9/21)	• Working on project three	• Third individual creative work discussion board (part two)-Due date is the end of the day on Thursday 9/25 • Introduction to the first creative discussion board-Due date is the end of the day on Sunday 9/28 • Due date for the first individual creative work
Week Six	(9/28)	• Chapter seven: Syntax and Communication	• Third individual creative work discussion board (part three)-Due date is the end of the day on Thursday 10/4 • Chapter five quiz
Week Seven	(10/5)	• Chapter six: The Typographic Message	• Third individual creative work discussion board (part four)-Due date is the end of the day on Thursday 10/9 • Chapter six quiz • Due date for the third individual creative work is the end of the day on Sunday (10/11)

Week Eight	(10/12)	Chapter seven: The Evolution of Typographic Technology	- Introduction to the fourth individual creative work - Fourth individual creative work discussion board (part one)-Due date is the end of the day on Thursday 10/16 - Chapter seven quiz
Week Nine	(10/19)	Chapter eight: Typography in Time and Motion	- Fourth individual creative work discussion board (part two)-Due date is the end of the day on Thursday 10/23 - Chapter eight quiz - Due date for the fourth individual creative work is the end of the day on Sunday (10/25)
Week Ten	(10/26)		- Introduction to the fifth individual creative work - Fifth individual creative work discussion board (part one)-Due date is the end of the day on Thursday 10/30 - Introduction to the second creative discussion board-Due date is the end of the day on Sunday 11/1
Week Eleven	(11/2)	Chapter nine: Case Studies in Typographic Design	- Fifth individual creative work discussion board (part two)-Due date is the end of the day on Thursday 11/6 - Chapter nine quiz

Week Twelve	(11/9)	Chapter ten: Typographic Design Education	- Fifth individual creative work discussion board (part three)-Due date is the end of the day on Thursday 11/13 - Chapter ten quiz - Due date for the fifth individual creative work is the end of the day on Sunday (11/15)
Week Thirteen	(11/16)	Chapter eleven: Typographic Design Process	- Introduction to the group creative work - Group creative work discussion board (part one)-Due date is the end of the day on Thursday 11/20 - Chapter eleven quiz
Week Fourteen	(11/23)	Chapter twelve: Type Specimens	- Group creative work discussion board (part two)-Due date is the end of the day on Thursday 11/27 - Chapter twelve quiz
Week Fifteen	(11/30)		- Group creative work discussion board (part three)-Due date is the end of the day on Thursday 12/3 - Introduction to the third creative discussion board-Due date is the end of the day on Sunday 12/6 - Due date for the the group creative work is the end of the day on Sunday 12/6
Week Sixteen (Final Class)	(12/7)		Due date for the journal submission (before the end of the day)