



DGMA 3333-P01 TYPOGRAPHY II Spring 2024

**Instructor:** Tracey L. Moore  
**Section # and CRN:** Section P01 CRN 23400  
**Office Location:** Nathelyne Archie Kennedy Building, Room 205  
**Office Phone:** 936.261.9817  
**Email Address:** [tymoore@pvamu.edu](mailto:tymoore@pvamu.edu)  
**Office Hours:** MW 9am–10:30am  
**Mode of Instruction:** Face-to-Face

**Course Location:** Nathelyne Archie Kennedy Building, Room 317 and Room 232  
**Class Days & Times:** TR 11:30am–2:20pm  
**Catalog Description:** (0-6) Credit 3 semester hours. Continuation of Typography I incorporating more advanced and complex problems. Prerequisite: DGMA 3332 Typography I, Minimum grade is C. Co-requisites: DGMA 3313 and DGMA 3335.

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**Co-requisites:** DGMA 3313 and DGMA 3335.

**Recommended Texts:** *Thinking with Type* Lupton, Ellen  
*A Type Primer* John Kane  
*Stop Stealing Sheep* Erik Spiekermann  
*Typographic Design: Form and Communication* Carter, Rob, Ben Day and Phillip Meggs  
*The Elements of Typographic Style* Bringhurst, Robert

**Technology Lab** Students will utilize the Digital Media Arts Computer Lab located in Room 232  
**Student Learning Outcomes:**

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment	Core Curriculum Outcome Alignment
1	Learn to design typography within various reading spaces for different kinds of reading, in static and dynamic media.	CI, DSKI,	
2	Practice and incorporate traditions of historically-defined grid design, text aesthetics, and the formal systems in type design.	DSKIII	
3	Consider typography and typographic hierarchy when delivered with static and dynamic media	CTI	
4	Develop, practice, and apply constructive criticism	CTI, CTII, CII, CIII	
5	Express and evaluate typography as: form, image, expression and communication	DSKI, CTI, CI	

## Major Course Requirements

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

- **Daily Critiques and Presentations:** Process is important to the development of your projects. There will be weekly and sometimes daily critiques and presentations for every stage of the project, and these will be graded.
- **Projects:** Assignments designed to measure ability to apply presented course material. Each project will be graded on the following criteria: Project Requirements, Creativity, Concept Development, Craftsmanship, and Deadlines.
- **Participation:** Participation in class discussions and critiques. This grade will be imbedded into the project grades.
- **Expectations:** You are expected to: 1. Have your required materials; 2. Be ready for critique at all times; 3. Read and reflect on the required research/readings; 4. Do your sketching at home when required; 5. Read and re-read your project brief; 6. Be open to criticism and have a good attitude; 7. Turn in work on time; and 8. Do more than what is asked of you.

### Method of Determining Final Course Grade

Course Grade Requirement	Value	Total
1) Class Critiques/Homework/Participation	20%	
2) Thesis	40%	
3) Capstone Exhibition	40%	
<b>Total:</b>	<b>100%</b>	

#### Grading Criteria and Conversion:

A = 90–100  
 B = 80–89  
 C = 70–79  
 D = 60–69  
 F = 0-59

#### Grading Criteria, Conversion, and Rubric:

**A** = 90–100, **B** = 80–89, **C** = 70–79, **D** = 60–69, **F** = 0-59

**A = Project Requirements:** Project fully meets or exceeds requirements, fully demonstrates concepts/ techniques covered. **Creativity:** Exceptional creativity. Attention to detail is obvious. **Process/Concept Development:** Creative Process is strong and significant progress was shown every critique. Design has a clear message and communicates well. **Execution/Technique/Craftsmanship:** Exceptional quality. No evidence of error. **Deadline:** Project submitted on time; wise use of time allotted.

**B = Project Requirements:** Project mostly meets requirements and demonstrates concepts/ techniques. **Creativity:** Very good. Presentation, mostly original artwork, creative, pleasing to view. More attention to details. **Process/Concept Development:** Creative Process is good and progress was shown every critique. Design has made an attempt at having a message but distractions in composition or errors in technical. **Execution/Technique/Craftsmanship:** Very good quality. No more than 1-2 minor errors in technique, or composition. **Deadline:** Project submitted on time; good use of time allotted.

**C = Project Requirements:** Shows evidence of some requirements, techniques/concepts. **Creativity:** Good creativity. Average appearance, some lack in aesthetics or creativity. Design has many different eye catching elements that confuse the message. **Process/Concept Development:** Creative Process needs work and progress was not shown every critique. Design is difficult to understand in terms of message. Center of interest is

hard to find. **Execution/Technique/Craftsmanship:** Good quality. 2 or more errors in technique/ composition **Deadline:** Project submitted; no good use of time allotted.

**D = Project Requirements:** Project shows minimal evidence of requirements, concepts and/or techniques covered. **Creativity:** Fair. Plain, Does not meet minimum requirements – not particularly creative or lacks originality. Design appears to have little thought to subject placement. **Process/Concept Development:** Creative Process needs work and progress was not shown every critique. Casual observers will find little excitement in image. **Execution/Technique/Craftsmanship:** Fair quality. Fair composition and other errors. **Deadline:** Project submitted; no good use of time allotted.

**F = Project Requirements:** Project shows no evidence of requirements, concepts not demonstrated or no project submitted. **Creativity:** Poor. Low appeal, unoriginal, use of canned images or artwork. Not creative. **Process/Concept Development:** Creative Process needs work and progress was not shown every critique. No clear message. **Execution/Technique/Craftsmanship:** Poor quality. No composition techniques, or poorly composed. **Deadline:** Project submitted after deadline. No legitimate excuse.

## Supplies

These are items that you will use throughout your tenure here. Please purchase and maintain these items for use in studio courses. The faculty will not loan out or purchase materials for you. It is imperative for you to be prepared for studio with these materials.

Visit your local craft and hobby stores. Many of these places will offer coupons that will greatly reduce your costs. Check local newspapers as well as store websites for coupons. Supplies will be found in the art and hobby sections of the stores.

**USB Flash drive or portable external hard drive**  
**Plethora of Post-it Notes, Various sizes and colors**  
**Highlighters, Colored Sharpies, Dry erase markers**  
**Camera**  
**Sketch book 11”x14” (recommended)**  
**Tracing paper**

## Course Procedures or Additional Instructor Policies

### Digital Media Arts Attendance Policy

If you are absent, it is your responsibility to know what you have missed BEFORE you attend the next class session. Check eCourses and project sheets for all updates.

Attendance and participation are mandatory. This is a studio class designed to be an interactive and collaborative environment that encourages students to create works and participate in peer critiques and presentations. If you are absent or do not participate, then you are not an asset to the learning environment and you cannot successfully progress in the coursework. Henceforth, **4 or more unexcused absences will result in automatic course failure.** All excused absences must be verified by the [Dean of Students](#). Tardies will accumulate and turn into absences. A student is marked as tardy if he/she arrives after the roll has been called. Early departures from class will be marked as an absence. A student arriving more than thirty minutes after the start time of the class will be marked absent.

If a student has stopped attending the course (i.e. “stopped out”) at any point after the first day of class but did not officially withdraw from the course and has missed assignments and exams and performed below the grade level of a D, a grade of FN (failed non-attendance) will be assigned for the final course grade to ensure compliance with the federal Title IV financial aid regulations. In contrast, if the student has completed all assignments and exams, but

performed below the grade level of a D, a grade of F will be assigned for the final course grade.

### **Correspondence**

E-mail is the best method of contact. Correspondence must come from your official University e-mail account. Be sure to follow the format if you desire your email to be answered. All emails must include: 1. An official greeting; 2. Message that includes your name, course in which you are enrolled, and the concern that needs the professor's attention; 3. A coherent message written in correct grammar and sentence structure and does not include texting language; and 4. A proper signature.

The professor reserves the right to not respond to any e-mails that do not follow the above-mentioned requirements.

### **Submission of Assignments**

All assignments will be posted on eCourses. Be mindful of all due dates. The daily if not weekly process grades will be updated during class. **You will not be reminded when work is due. NO LATE WORK WILL BE ACCEPTED.**

It is your responsibility to make sure that you can log onto eCourses. No exceptions will be made for those who do not attend to this matter. If you are having trouble with eCourses, call IT, 936-261-2525 and get it resolved quickly.

### **Formatting Documents**

Microsoft Word is the standard word processing tool used at PVAMU. If you're using other word processors, be sure to use the "save as" tool and save the document in either Rich-Text or plain text format. **THE ONLY FILE FORMATS THAT WILL BE ACCEPTED ARE: Microsoft Word (.doc or .docx), Text files (.txt or .rtf), PDFs, and PowerPoint (when required). Any file not submitted in those formats with the correct file name WILL NOT BE GRADED.**

All file names must include your last name, underscore, first initial, underscore and title of the assignment. For example, for the first assignment: Moore\_T\_Modulaar.doc. **ANY FILE NOT SAVED IN THE CORRECT MANNER WILL NOT BE GRADED.**

### **Exam Policy**

Exams should be taken as scheduled. No makeup examinations will be allowed except under documented emergencies (See Student Handbook). There is no make-up for the final.

### **Personal Conduct**

Students who are absent for University Business must notify the professor BEFORE they leave. In addition, you must provide a copy of an official University Excuse letter. If for whatever reason, you are unable attend class, it is your responsibility to know what you have missed. Check Connect Art and eCourses for any assignment updates BEFORE you attend the next class period.

Students and faculty are expected to conduct themselves in ways that support individual learning and the learning of others. To that end members of the classroom community will conduct themselves in a professional and ethical manner to achieve these objectives. Any conduct construed to interfere with the learning opportunities of members of the class may result in the removal of the student from the class for that day. Repeated inappropriate conduct will result in permanent removal from the class. You are expected to adhere to the following specific guidelines:

1. During regular class periods all students are expected to dress appropriately in accordance with university regulations so that no disruptions in the learning experience will occur.
2. Dress Code for Presentations: Although there is no formal dress code for the university, you must dress accordingly for all formal presentations in this class (Final Presentation). The dress code for that day is business casual:

**Men:** Khaki or dark pants, neatly pressed. No cargo pants or patterned pants are allowed. Pressed long-sleeved, buttoned solid shirt. Polo style shirts, unwrinkled, are appropriate as well. Shirt must be tucked into the pants. If possible, wear leather belt and leather shoes. Athletic shoes and rubber-soled shoes are inappropriate. Hair and facial hair should be neat and presentable. You must wear dress socks!

**Women:** Dark skirt or pants. Khaki pants are acceptable. No cargo pants. Skirt should fall 2 inches above the knee or lower. Buttoned solid shirt. Sweaters are appropriate. Mini-skirts and cleavage are inappropriate. Shoes should be dark in color. Height of the heel should not exceed 2.5 to 3 inches. Stilettos are inappropriate. Jewelry should be minimal and not overwhelming: no large earrings, necklaces, and bracelets. Hair must be neat and presentable and make-up should not be dramatic.

3. No food or drink is allowed in the classroom at any time.
4. Cellular telephones are to be turned off or put on silent ring tone during the class period. Texting is strictly prohibited during the class period. No “ear phone” units will be allowed. If your cell phone rings during the lecture or you are texting you are subject to losing points on the next assignment that is due. Cell phone use is only permitted at the direction of the professor.
5. Laptops must emit no noise. Make sure your laptop is warmed up and your battery charged before class starts. A laptop is allowed only for taking notes or accessing relevant course material during the class. Checking email, playing a game, messaging and other non-class related activities are not allowed at any time. Any person caught using laptops for non-class related activities will be subject to losing points on the next assignment that is due.
6. Harassment of your fellow students of any kind will not be tolerated.

No children, friends, family members or guests are allowed in the class without prior approval.

### **Conduct of Class and Care of the Facility**

Please note the following rules for the conduct of the class.











1. Class will begin at the appointed time.
2. Class is dismissed when so indicated by the instructor. Students are expected to be on time and stay throughout the entire class period. Leaving the classroom before the class is dismissed without prior approval from the instructor will result in an absence for that day.
3. All class members are required to keep the classroom in a clean and orderly manner to facilitate the number of students using it each day.
4. Handouts and Courses Resources will be posted to eCourses. It is your responsibility to download and print the course resources.

## Digital Media Arts and Arts Core Assessment Student Learning Objectives

<b>Digital Media Arts Student Learning Objectives</b>				
<b>T = Taught R = Reinforced I=Utilized/integrated</b>		<b>T</b>	<b>R</b>	<b>I</b>
DSK I	Develop and create visual responses to design communication problems		√	
DSK II	Solve communication problems using the design process and beta testing implementation			√
DSK III	Demonstrate an understanding and utilization of tools and industry-standard technology		√	
CT I	Evaluate, analyze and integrate information using various methods of the design thinking process (creative thinking)			√
CT II	Make and respond productively to the process of critique		√	
CT III	Curate and produce a portfolio of design work that aligns with career goals		√	
C I	Produce visual solutions to design communication problems with the intent of catering to the needs of a target audience			√
C II	Demonstrate effective oral communication of the intent, process, and context of design work			√
C III	Demonstrate effective written communication of the intent, process and context of design work			√
DSK: Discipline-Specific Knowledge; CT: Critical Thinking; C: Communication				
<b>ARTS Core Curriculum Learning Objectives</b>				
<b>T = Taught R = Reinforced I=Utilized/integrated</b>		<b>T</b>	<b>R</b>	<b>I</b>
<b>Creative Arts</b>				
	Communication Skills			
	Critical Thinking			
	Teamwork			
	Social Responsibility			
<b>Language, Philosophy, &amp; Culture</b>				
	Communication Skills			
	Critical Thinking			
	Teamwork			
	Social Responsibility			




### COURSE OUTLINE: EVENT AND LECTURE SCHEDULE












This schedule is subject to change as the semester proceeds in order to cover the most important material in the time allotted. Any revisions will be duly noted and announced in class. All referenced readings are taken from the required text.

	Registration/Assembly Dates		Dates exam scores will be posted
	Key Dates		Holidays
	Graduation Applications		Guest lectures
	Dates for Exams		Project Team Workshop
	Proctored Exams		Class Sessions using ZOOM or teleconference technology
<b>COMPLETED</b>	Lecture Completed	<b>POSTED</b>	Lecture Notes, Assignments, or Articles posted to CANVAS





































## 16-Week Semester Calendar
















This schedule is subject to change as the semester proceeds in order to cover the most important material in the time allotted. Any revisions will be duly noted and announced in class.

<b>Week One: Topic</b> <b>January 15-19, 2024</b>	<b>Course Introduction: Project 1 Visualization, AfterEffects Bootcamp</b>	
Chapter (s):	<b>Define, Research</b>	
Assignment (s):	<b>Project Development</b>	
University Events: 	January 15, 2024 [Monday]	 <b>MARTIN LUTHER KING DAY (University Closed)</b>
	January 16, 2024 [Tuesday]	<b>First Class Day Tuition &amp; Fees Payment Due Date</b>
	January 16, 2024 [Tuesday]	<b>TUITION AND FEES PAYMENT DUE DATE @ 5:00 PM</b>
	January 16-23, 2024 [Tuesday-Tuesday]	<b>Late Registration/Late Registration Fee Begins (\$50.00)</b>
	January 17-26, 2023 [Tuesday-Wednesday]	 <b>ATTENDANCE REPORTING PERIOD (ND/SH). Students who do not attend class during this period will have their courses removed and financial aid reduced or cancelled!</b>
<b>Week Two: Topic</b> <b>January 22-26, 2024</b>	<b>Project 1 Visualization, AfterEffects Bootcamp</b>	
Chapter (s):	<b>Ideate, Prototype</b>	
Assignment (s):	<b>Project Development</b>	

University Events: 		
<b>Week Three: Topic</b> <b>Jan. 29-Feb. 2, 2024</b>	<b>Project 1 Visualization, AfterEffects Bootcamp</b>	
Chapter (s):	<b>Prototype, Implement, Learn, &amp; Reflect</b>	
Assignment (s):	<i>Project Development</i>	
University Events: 	January 30, 2024 [Wednesday]	<b>Financial Aid Refunds Begin</b>
	January 31, 2024 [Wednesday]	 <b>CENSUS DATE (12<sup>TH</sup> CLASS DAY)</b>  <b>FINAL DAY TO DROP/WITHDRAW FROM COURSE WITHOUT ACADEMIC RECORD. [Note: A Financial Record will still exist.]</b>
	February 1, 2024 [Thursday]	<b>WITHDRAWAL FROM COURSES “WITH ACADEMIC RECORD” (W) BEGINS.</b>
<b>Week Four: Topic</b> <b>February 5-9, 2024</b>	<b>Project 1 Visualization</b>	
Chapter (s):	<b>Implement</b>	
Assignment (s):	<i>Project Due</i>	
University Events:  	February 6, 2024 [Tuesday]	 <b>DROP FOR NON-PAYMENT OF TUITION AND FEES @ 5:00 PM.</b>
	February 8–9, 2024 [Thursday–Friday]	<b>3<sup>rd</sup> Annual Future Designers Day on the Hill 2024</b> 9:00 AM- 4:00 PM held in the Kennedy Architecture Building
<b>Week Five: Topic</b> <b>February 12-16, 2024</b>	<b>Project 2: Movie Before the Movie</b>	
Chapter (s):	<b>Define, Research</b>	
Assignment (s):	<i>Project Development</i>	
University Events: 	February 12, 2024 [Monday]	 <b>CENSUS DATE (20<sup>th</sup> CLASS DAY)</b>
	February 15, 2024 [Wednesday]	<b>PVAMU Architecture + Construction Science Career Fair 2024</b> 9:00 AM- 4:00 PM held in the Kennedy Architecture Building
<b>Week Six: Topic</b> <b>February 19-23, 2024</b>	<b>Project 2: Movie Before the Movie</b>	
Chapter (s):	<b>Research, Ideate, Prototype</b>	
Assignment (s):	<i>Project Development</i>	
University Events: 		
<b>Week Seven: Topic</b> <b>Feb 26-March 1, 2024</b>	<b>Project 2: Movie Before the Movie</b>	
Chapter (s):	<b>Prototype, Implement</b>	
Assignment (s):	<i>Project Development</i>	
University Events: 		
<b>Week Eight: Topic</b> <b>March 4-8, 2024</b>	<b>Project 2: Movie Before the Movie</b>	



Chapter (s):							
Assignment (s):	<b>Presentations</b>						
University Events: 	<table border="1"> <tr> <td>March 7-9, 2024 [Thursday-Saturday]</td> <td> <b>Mid-Term Exams</b></td> </tr> </table>	March 7-9, 2024 [Thursday-Saturday]	 <b>Mid-Term Exams</b>				
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<b>Week Nine: Topic</b> <b>March 11-15, 2024</b>	<b>SPRING BREAK!</b>						
Chapter (s):							
Assignment (s):							
University Events: 	<table border="1"> <tr> <td>March 13, 2024 [Wednesday]</td> <td> <b>MID-TERM EXAM GRADES DUE</b></td> </tr> <tr> <td>March 15, 2024 [Friday]</td> <td> <b>Spring Break (University Closed) SUBJECT TO APPROVAL BY THE TAMUS Board of Regents!</b></td> </tr> </table>	March 13, 2024 [Wednesday]	 <b>MID-TERM EXAM GRADES DUE</b>	March 15, 2024 [Friday]	 <b>Spring Break (University Closed) SUBJECT TO APPROVAL BY THE TAMUS Board of Regents!</b>		
March 13, 2024 [Wednesday]	 <b>MID-TERM EXAM GRADES DUE</b>						
March 15, 2024 [Friday]	 <b>Spring Break (University Closed) SUBJECT TO APPROVAL BY THE TAMUS Board of Regents!</b>						
<b>Week Ten: Topic</b> <b>March 18-22, 2024</b>	<b>Project 2: Movie before the Movie Due</b>						
Chapter (s):	<b>Define, Research, Ideate</b>						
Assignment (s):	<b>Project Development</b>						
University Events: 	<table border="1"> <tr> <td>March 20, 2024 [Wednesday]</td> <td><b>Founders Day/Honors Convocation</b></td> </tr> </table>	March 20, 2024 [Wednesday]	<b>Founders Day/Honors Convocation</b>				
March 20, 2024 [Wednesday]	<b>Founders Day/Honors Convocation</b>						
<b>Week Eleven: Topic</b> <b>March 25-29, 2024</b>	<b>Project 3: 3D Type</b>						
Chapter (s):	<b>Ideate, Prototype</b>						
Assignment (s):	<b>Project Development</b>						
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March 29, 2024 [Friday]	 <b>Good Friday (No classes; subject to approval by the TAMUS Board of Regents)</b>						
<b>Week Twelve: Topic</b> <b>April 1-5, 2024</b>	<b>Project 3</b>						
Chapter (s):	<b>Prototype, Implement, Learn</b>						
Assignment (s):	<b>Project Development</b>						
University Events:  	<table border="1"> <tr> <td>April 2, 2024 [Tuesday]</td> <td> <b>Priority Registration Period for continuing students for Summer Term 2024, May/Summer 2024 Mini-Mester, and Fall Semester 2024. [SPECIAL POPULATIONS]</b></td> </tr> <tr> <td>April 6, 2024 [Saturday]</td> <td> <b>Registration Period for all students for Summer Term 2024, May/Summer 2024 Mini-Mester, and Fall Semester 2024. [SPECIAL POPULATIONS]</b></td> </tr> </table>	April 2, 2024 [Tuesday]	 <b>Priority Registration Period for continuing students for Summer Term 2024, May/Summer 2024 Mini-Mester, and Fall Semester 2024. [SPECIAL POPULATIONS]</b>	April 6, 2024 [Saturday]	 <b>Registration Period for all students for Summer Term 2024, May/Summer 2024 Mini-Mester, and Fall Semester 2024. [SPECIAL POPULATIONS]</b>		
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April 6, 2024 [Saturday]	 <b>Registration Period for all students for Summer Term 2024, May/Summer 2024 Mini-Mester, and Fall Semester 2024. [SPECIAL POPULATIONS]</b>						
<b>Week Thirteen: Topic</b> <b>April 8-12, 2024</b>	<b>Project 3</b>						
Chapter (s):	<b>Prototype, Implement, Learn</b>						
Assignment (s):	<b>Project Development</b>						

University Events: 	April 12, 2024 [Friday]	 <b>SPRING 2024 GRADUATION: Final Day to Apply for Graduation-Degree Conferral Only. (NO ceremony participation or name listed in program.)</b>
<b>Week Fourteen: Topic</b> <b>April 15-19, 2024</b>	<b>Project 3</b>	
Chapter (s):	<b>Ideate, Prototype, Implement</b>	
Assignment (s):	<i>Project Development</i>	
University Events: 		
<b>Week Fifteen Topic</b> <b>April 22-26, 2024</b>	<b>Project 3</b>	
Chapter (s):	<b>Prototype, Implement</b>	
Assignment (s):		
University Events: 	April 25, 2024 [Thursday]	<b>SENIOR SHOWCASE</b>
	April 26, 2024 [Friday]	 <b>LAST DAY OF CLASS FOR SPRING SEMESTER 2024!</b>
	April 26, 2024 [Friday]	 <b>FINAL DAY TO WITHDRAW FROM COURSES OR THE UNIVERSITY WITH ACADEMIC RECORD ("W") FOR SPRING 2024</b>
<b>Week Sixteen</b>	<b>Final Exam Week</b>	
	April 29, 2024 [Monday]	 <b>STUDY DAY (NO CLASSES IN SESSION)</b>
	April 30-May 8, 2024 [Tuesday- Wednesday]	 <b>FINAL EXAMINATION PERIOD</b>
	May 9, 2024 [Thursday]	 <b>FINAL GRADES FOR GRADUATION CANDIDATES DUE BY 12:00 PM!</b>
	May 11, 2024 [Saturday]	 <b>COMMENCEMENT</b>
	May 14, 2024 [Tuesday]	 <b>FINAL GRADES DUE FOR ALL STUDENTS BY 11:59 PM!</b>

## **Student Support and Success**

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#### **John B. Coleman Library**

The John B. Coleman Library's mission is to enhance the scholarly pursuit of knowledge, to foster intellectual curiosity, and to promote life-long learning and research through our innovative services, resources, and cultural programs, which support the Prairie View A&M University's global mission of teaching, service, and research. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. Website: <https://www.pvamu.edu/library/>; Phone: 936-261-1500

#### **Academic Advising Services**

Academic Advising Services offers students a variety of services that contributes to student success and leads towards graduation. We assist students with understanding university policies and procedures that affect academic progress. We support the early alert program to help students get connected to success early in the semester. We help refer students to the appropriate academic support services when they are unsure of the best resource for their needs. Faculty advisors support some students in their respective colleges. Your faculty advisor can be identified in PantherTracks. Advisors with Academic Advising Services are available to all students. We are located across campus. Find your advisor's location by academic major at [www.pvamu.edu/advising](http://www.pvamu.edu/advising). Phone: 936-261-5911

#### **The University Tutoring Center**

The University Tutoring Center (UTC) offers free tutoring and academic support to all registered PVAMU students. The mission of the UTC is to help provide a solid academic foundation that enables students to become confident, capable, independent learners. Competent and caring staff and peer tutors guide students in identifying, acquiring, and enhancing the knowledge, skills, and attitudes needed to reach their desired goals. Tutoring and academic support are offered face-to-face in the UTC, in virtual face-to-face sessions (<https://www.pvamu.edu/student-success/sass/university-tutoring-center/>), and through online sessions (<https://www.pvamu.edu/pvplace/>). Other support services available for students include Supplemental Instruction, Study Break, Academic Success Workshops, and Algebra Study Jam. Location: J. B. Coleman Library, Rm. 307; Phone: 936-261-1561; Email: [pv tutoring@pvamu.edu](mailto:pv tutoring@pvamu.edu); Website: <https://www.pvamu.edu/student-success/sass/university-tutoring-center/>

#### **Writing Center**

The Writing Center provides well-trained peer tutors to assist students with writing assignments at any stage of the writing process. Tutors help students with various writing tasks from understanding assignments, brainstorming, drafting, revising, editing, researching, and integrating sources. Students have free access to Grammarly online writing assistance. Grammarly is an automated proofreading and plagiarism detection tool. Students must register for Grammarly by using their student email address. In addition, students have access to face-to-face and virtual tutoring services either asynchronously via email or synchronously via Zoom. Location: J. B. Coleman Library, Rm. 209; Phone: 936-261-3724; Website: <https://www.pvamu.edu/student-success/writing-center/>; Grammarly Registration: <https://www.grammarly.com/enterprise/signup>

#### **Panther Navigate**

Panther Navigate is a proactive system of communication and collaboration between faculty, academic advisors, and students that is designed to support student success by promptly identifying issues and allowing for intervention. Panther Navigate helps students by providing a central location to schedule advising appointments, view campus resources, and request assistance. Students who recognize that they have a problem that negatively affects their academic performance or ability to continue school may self-refer an academic early alert. To do so, students will log in to Canvas and click on Student Alerts on the left sidebar within a course. Students also have the option to download the Navigate Student app. Phone: 936-261-5902; [Panther Navigate Website](#)

#### **Student Counseling Services**

The Student Counseling Services unit offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and assists students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law.

Location: Hobart Taylor, 2<sup>nd</sup> floor; Phone: 936-261-3564; Website: <https://www.pvamu.edu/healthservices/student-counseling-services/>

### **Office of Testing Services**

The Office of Testing Services serves to facilitate and protect the administration of educational and professional exams to aid students, faculty, staff, and the community in their academic and career goals. We provide proctoring services for individuals who need to take exams for distance or correspondence courses for another institution, exams for independent study courses, or make-up exams. In order for a proctored exam to be administered by our office, the instructor of the course must first submit the online PVAMU Testing Services – Test Proctoring Form (this form can only be completed by the instructor) to the Office of Testing Services 72 hours prior to the first exam being administered. Once the Test Proctoring Form has been submitted, the instructor will inform their testers so they can then register for an appointment with our office on one of the selected proctored exam test dates within the testing window for the exam and pay the applicable fees. To access the OTS – Test Proctoring Form, to schedule a proctored exam appointment, or to find more information about our proctoring services, please visit the [OTS – Proctoring Service website](#). Location: Wilhelmina Delco, 3<sup>rd</sup> Floor, Rm. 305; Phone: 936-261-3627; Email: [aetesting@pvamu.edu](mailto:aetesting@pvamu.edu); [Testing Website](#)

### **Office of Diagnostic Testing and Disability Services**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, contact the Office of Disability Services. As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring non-standardized test administrations, ASL interpreters, ALDs, digital recorders, Livescribe, and a comprehensive referral network across campus and the broader community. Location: Hobart Taylor, Rm. 1D128; Phone: 936-261-3583; [Disability Services Website](#)

### **Center for Instructional Innovation and Technology Services (CIITS)**

Distance Learning, also referred to as Distance Education, is the employment of alternative instructional delivery methods to extend programs and services to persons unable to attend college in the traditional manner. The Center for Instructional Innovation and Technology Services (CIITS) supports student learning through online, hybrid, web-assist, and 2-way video course delivery. For more details and contact information, visit: <https://www.pvamu.edu/dlearning/distance-learning-2-2/students-2/>; Phone: 936-261-3283

### **Veteran Affairs**

Veterans Services works with student veterans, current military and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall, Rm. 102; Phone: 936-261-3563; Website: <https://www.pvamu.edu/sa/departments/veteranaffairs/>

### **Office for Student Engagement**

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development, and campus governance. Location: Memorial Student Center, Rm. 221; Phone: 936-261-1340; Website: <https://www.pvamu.edu/studentengagement/>

### **Center for Careers & Professional Development**

This center supports students through professional development, career readiness, and placement and employment assistance. The center provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest

Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the center website for information regarding services provided. Location: Anderson Hall, 2<sup>nd</sup> floor; Phone: 936-261-3570; [Center for Careers & Professional Development Website](#)

## University Rules and Procedures

### Academic Misconduct

Academic dishonesty is defined as any form of cheating or dishonesty that has the effect or intent of interfering with any academic exercise or fair evaluation of a student's performance. The college faculty can provide additional information, particularly related to a specific course, laboratory, or assignment.

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with the *University Administrative Guidelines on Academic Integrity*, which can be found on the [Academic Integrity webpage](#). Students who engage in academic misconduct are subject to university disciplinary procedures. As listed in the *University Administrative Guidelines on Academic Integrity*, the University Online Catalog, and the Student Code of Conduct, the following are examples of prohibited conduct. This list is not designed to be all-inclusive or exhaustive. In addition to academic sanctions, any student found to have committed academic misconduct that is also a violation of criminal law may also be subject to disciplinary review and action by the Office of Student Conduct (as outlined in the Student Code of Conduct).

### Forms of Academic Dishonesty:

1. Cheating: Deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not learned, giving or receiving aid unauthorized by the instructor on assignments or examinations. Examples: unauthorized use of notes for a test; using a "cheat sheet" on a quiz or exam; any alteration made on a graded test or exam which is then resubmitted to the teacher;
2. Plagiarism: Careless or deliberate use of the work or the ideas of another; representation of another's work, words, ideas, or data as your own without permission or appropriate acknowledgment. Examples: copying another's paper or answers, failure to identify information or essays from the internet and submitting or representing it as your own; submitting an assignment which has been partially or wholly done by another and claiming it as yours; not properly acknowledging a source which has been summarized or paraphrased in your work; failure to acknowledge the use of another's words with quotation marks;
3. Collusion: When more than one student or person contributes to a piece of work that is submitted as the work of an individual;
4. Conspiracy: Agreeing with one or more persons to commit an act of academic/scholastic dishonesty; and
5. Multiple Submission: Submission of work from one course to satisfy a requirement in another course without explicit permission. Example: using a paper prepared and graded for credit in one course to fulfill a requirement and receive credit in a different course.

### Nonacademic Misconduct

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. The Office of Student Conduct will adjudicate such incidents under nonacademic procedures.

### Sexual Misconduct

Sexual harassment of students and employees at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating the university's sexual harassment policy will be subject to disciplinary action. In accordance with the Texas A&M University System guidelines, your instructor is

obligated to report to the Office of Title IX Compliance ([titleixteam@pvamu.edu](mailto:titleixteam@pvamu.edu)) any instance of sexual misconduct involving a student, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which the instructor becomes aware during this course through writing, discussion, or personal disclosure. The faculty and staff of PVAMU actively strive to provide a learning, working, and living environment that promotes respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like assistance or have questions, they may contact the Title IX Coordinator at 936-261-2144 or [titleixteam@pvamu.edu](mailto:titleixteam@pvamu.edu). More information can be found at [www.pvamu.edu/titleix](http://www.pvamu.edu/titleix), including confidential resources available on campus.

### **Pregnancy, Pregnancy-related, and Parenting Accommodations**

Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related conditions, or parenting (reasonably immediate postpartum period) are encouraged to contact Student Disability Services or the Dean of Students' Office for additional information and to request accommodations.

### **Non-Discrimination Statement**

Prairie View A&M University does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or gender identity in its programs and activities. The University is committed to supporting students and complying with The Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of discrimination or harassment, we encourage you to report it. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Director of Equal Opportunity & Diversity has been designated to handle inquiries regarding the non-discrimination policies and can be reached at Harrington Science Building, Suite 109 or by phone at 936-261-1744 or 1792.

### **Class Attendance Policy (See the University Online Catalog for Full Attendance Policy)**

Prairie View A&M University requires regular class attendance. Attending all classes supports the full academic development of each learner, whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or the internet. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in the assignment of a grade of "F." Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

### **Student Academic Appeals Process**

Authority and responsibility for assigning grades to students rest with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the University Online Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

### **Technical Considerations**

#### **Minimum Recommended Hardware and Software:**

- Intel PC or Laptop with Windows 10 or later version; Mac with OS High Sierra\*
- Smartphone or iPad/Tablet with Wi-Fi\*
- High-speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space
- 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, or Firefox



**Note:** Be sure to enable Java & pop-ups in the Web browser preferences

\* Smartphones, Google Chrome books, and Android tablets may not be supported. iPads are the only tablets supported.

**Participants should have a basic proficiency of the following computer skills:**

- Sending and receiving email
- A working knowledge of the Internet
- Microsoft Word (or a program convertible to Word)
- Acrobat PDF Reader
- Windows or Mac OS
- Video conferencing software

**Netiquette (online etiquette)**

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussion boards. Foul or abusive language will not be tolerated. Do not use ALL CAPS for communicating to others AS IT CAN BE INTERPRETED AS YELLING. Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you." Limit and possibly avoid the use of emoticons. Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post, and the message might be taken seriously or sound offensive.

**Video Conferencing Etiquette**

When using Zoom, WebEx, or other video conferencing tools, confirm the visible area is tidy, clear of background clutter, inappropriate or offensive posters, and other distractions. Ensure you dress appropriately and avoid using high traffic or noisy areas. Stay muted when you are not speaking and avoid eating/drinking during the session. Before the class session begins, test audio, video, and lighting to alleviate technology issues.

**Technical Support**

Students should go to <https://mypassword.pvamu.edu/> if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Center for Instructional Innovation and Technology Services at 936-261-3283 or email [ciits@pvamu.edu](mailto:ciits@pvamu.edu).

**Communication Expectations and Standards**

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

**Discussion Requirement**

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can occur in a seminar fashion. The use of the discussion board will accomplish this. The instructor will determine the exact use of discussion boards.

**It is strongly suggested** that students type their discussion postings in a word processing application such as Word and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, copy and paste to the discussion board.

**COVID-19 Campus Safety Measures**

In accordance with the latest guidelines from the PVAMU Health Services, the following measures are in effect until further notice.

- Students who are ill will be asked to adhere to best practices in public health, such as masking, handwashing, and social distancing, to help reduce the spread of illness across campus.

- Mandatory self-reporting will no longer be required by students. Students will be responsible for communicating with their professors regarding COVID, similarly to any other illness.
- There will be no mandatory isolation. Students who are too ill to engage in classroom activities will be responsible for securing the appropriate documentation to support the absence.
- Students who self-isolate will be responsible for communicating with their professors and securing an excuse from Student Conduct.
- All students will have access to [TimelyCare](#), a telehealth platform that provides virtual medical care 24/7 and by appointment in the Student Health Clinic. Students are encouraged to enroll with TimelyCare at the beginning of the semester, at [timelycare.com/pvamu](https://timelycare.com/pvamu).

Students will have access to COVID testing in the Student Health Clinic by appointment. Testing is for students who are symptomatic ONLY.



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**STATEMENT OF AGREEMENT**

I have read the Course Syllabus for **DGMA 3333-P01 Typography II** for the Spring Semester 2024, including the Class Lecture and Event Schedule, and agree to abide by the conditions for the class as spelled out in this document. My signature indicates my personal commitment to meeting the course objectives and succeeding in this educational endeavor.

\_\_\_\_\_  
Signature-Student

\_\_\_\_\_  
Student name (Please print neatly)

\_\_\_\_\_  
Student ID #

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature-Instructor

\_\_\_\_\_  
Instructors name

\_\_\_\_\_  
Date

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**RETURN THIS PAGE FROM THE SYLLABUS TO THE INSTRUCTOR TO COMPLETE YOUR ENROLLMENT IN THIS COURSE.**

RECEIVED WITH STUDENT'S SIGNATURE: \_\_\_\_\_

ENTERED INTO GRADE BOOK: \_\_\_\_\_

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