

Fall 2017 Syllabus

Typography 1

letterform

COURSE INFORMATION

GRA2208c Section 5162 (3 credits)

M 8:30-11:30 am (FAC 112)

W 8:30-11:30 am (ARCH 120)

DANIEL LEONARDOS, instructor

danleonardos@ufl.edu

Office hour

M 12:00 -1:00 pm (FAC 310)

COURSE DESCRIPTION

GRA 2208c is a studio course, introducing the art of visual communication: the visual realization of a most basic element of communication — **THE WORD**. The history of typographic forms, principles of composition, and the expressive potential of type will be explored through readings, research, workshops, and projects. Design challenges will be approached through exploration, experimentation, selection, critique and refinement.

COURSE STRUCTURE

This course will include a combination of textbook readings, research from additional sources, analysis and critique of 'found' design, in-class workshops, and studio design production. Studio assignments will involve hand work and digital typographic design and illustration using Adobe Illustrator (Photoshop & inDesign may also be utilized). You are expected to attend all classes and participate in critique of your own and others' work. Work that isn't presented at critique will be considered late. Critiques will provide an opportunity to speak in detail about concepts and ideas, to identify mistakes and discuss possible alternative solutions, and to recognize what is working well in a project.

COURSE OBJECTIVES

This course is designed to familiarize students with formal attributes including vocabulary and conventions of type in conjunction with studio work that encourages critical thought and formal experimentation.

At the end of this course, students should be able to:

- Articulate the history and antecedents of typography and written language through time
- Gain technical skills for digital and traditional type compositions
- Gain understanding of the basic principles of typography, including the selection and arrangement of type for effective legibility
- Develop effective compositions of text, information, and visuals to enhance concept
- Develop a keen sensitivity to the aesthetics of type arrangement
- Understand commonly used typographic terms (ie: leading, point size, kerning)
- Identify letterform anatomy (ie: serif, ascender, bowl, ligature)
- Use a variety of tools and methods to produce work (ie: computer, scanner, photography)

COURSE TOPICS

The projects, discussions, and activities during this class will provide opportunities to engage with the following topics:

- History of typography
- Typographers past & present
- Typography vocabulary, terms, rules & conventions
- Typography as image
- Hierarchy & grid
- Anatomy of letterforms
- Expressive typography
- Typography in the environment
- Current trends & uses

TEXT & REFERENCES

- Thinking With Type by Ellen Lupton (2nd Edition) — **REQUIRED**
- The Fundamentals of Typography by Gavin Ambrose & Paul Harris (2nd Edition)—**RECOMMENDED**

<http://www.aiga.org> (American Institute of Graphic Artists)

<http://www.typographyserved.com> (Good typographic examples)

<http://typographica.org> (Type reviews, books, commentary)

ATTENDANCE

This course is a studio class where attendance is vital. You are permitted 3 unexcused absences during the semester without consequence to your final grade. **FOR EACH UNEXCUSED ABSENCE OVER 3, YOUR PROFESSIONALISM GRADE WILL BE REDUCED BY 50%.** More than 5 absences will result in automatic failure of the class. 3 tardies (more than 10 min. late) or early departures equal one absence. Students over 30 minutes late to class will be counted absent.

Attendance will be taken promptly at the beginning of each class. If you have extenuating circumstances, inform me via e-mail as soon as possible. A doctor's note will be required in order to excuse an absence due to illness.

Because critiques will be conducted as if you are presenting work to a client, any student who is late to a final critique will not be permitted to show their work, and their final project grade will be reflected accordingly.

University guidelines for excused absences:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

ABSENCES FOR RELIGIOUS HOLIDAYS

Students will be excused from class or other scheduled academic activity to observe a religious holiday of their faith with prior notification to the instructor. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

12-DAY RULE

Students who participate in athletic or extracurricular activities are permitted to be absent 12 regular class days per semester without penalty. It is the student's responsibility to maintain satisfactory academic performance and attendance.

COMMUNICATION

It is the student's responsibility to frequently check their UFL e-mail, as this is the instructor's primary method of reaching students outside of class.

PROCESS BOOK / FOLDER

You are required to keep a process book to document your progress throughout the semester. The process book is used for sketches, photographs, brainstorming ideas, taking notes and keeping other material related to this course. You will turn in this process book with each project at the final critique — evidence of adequate notes and design process in process books will be factored into overall project grade. You are encouraged to collect interesting samples of items that inspire you. **THE PROCESS BOOK SHOULD BE SPECIFICALLY USED FOR THIS CLASS ONLY.**

REQUIRED SUPPLIES

- Black ink pens and sharpie markers
- Black and gray prisma color markers
- Pencils, Metal ruler with cork backing
- X-acto knife with No. 11 blades
- Tracing paper
- Self-healing cutting mat
- Masking tape
- Access to a digital camera (cellphone cameras not recommended)
- Black foam board for mounting as needed

NOTE: Additional supplies may be needed as semester progresses

STUDIO NOTES

- Cell phones should be silenced before roll is taken.
- Please eat before or after class or during the break—not during class.
- Clean up after yourself.
- Critique ideas, not people.
- Always contribute constructive criticism during discussions and critiques.
- Be honest. Dishonesty in any form (lying, cheating, plagiarizing, etc.) will not be tolerated.
- Exit quietly if you need to use the restroom—you do not need to ask.

The use of cell phones, pagers or other personal and group distraction sources (including social networking and entertainment sites, such as Facebook, YouTube, etc.) are completely prohibited during class time. Do not text in class. Anyone found texting during a critique will be asked to leave.

GUIDELINES FOR CRAFT

Be able to answer yes to the following:

- Are all corners cut square and sides cut straight?
- Are the measurements correct?
- Are the edges clean, no nicks cuts or dings?
- Have pencil marks been erased?
- Would I feel comfortable presenting this work to a professional working in the field?

DEADLINES

All deadlines will be announced in class. All projects and exercises are due on the day and time given and will be considered late when critique has begun or after work has been called for. Late work is not accepted. Be sure to present your work on each critique session and show your progress. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

If the reason for lateness falls under the excused absence list, illness or death in the family, there will be no penalty as long as work is completed by the new agreed upon date. But you should always contact me prior to the due date with your explanation.

GRADING & EVALUATION

Students will receive a detailed project sheet for each project outlining important dates, learning outcomes and evaluation criteria. Projects are due at the beginning of each class period on the assigned due date. **FAILURE TO MEET DEADLINES WILL AFFECT YOUR GRADE IN THIS CLASS.**

The final grade will result from:

- 80%—Sum of 4 projects
(Project 1: 20% / Project 2: 20% / Project 3: 20% / Project 4: 20%)
- 20%—Professionalism
(quizzes, group presentations, attendance, participation, attitude)

* The project grade will result from: concept (including process book — 50%), form, craft, and presentation.

* Professionalism means that you bring requested supplies to class; complete and bring with you out-of-class assignments, sketches, books and notes; contribute constructive feedback during critiques and during group discussions; be prepared to discuss assigned readings; always act professionally, be punctual and meet project deadlines; Professionalism will also be evaluated individually for each project.

- Timeliness: meet all final and intermediate deadlines. Arrive early.
- Quality / Quantity: exceed the minimum, seek critique.
- Innovation: seek difference, not similarity.
- Community: collaborate, listen and share.

GRADING SCALE

Grades will be assigned in accordance with University definitions; plus or minus indicate performance relative to the letter grade definition.

A | 100-95 A- | 94-90 B+ | 89-87 B | 86-83 B- | 82-80 C+ | 79-77
C | 76-73 C- | 72-70 D+ | 69-67 D | 66-63 D- | 62-60 E | 59 and lower

PLEASE NOTE: A grade of C- or below will not count toward major requirements.

For more information on uf grading policies log on to:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

DISRUPTIVE BEHAVIOR

Be advised that you can and will be dismissed from class if you engage in disruptive behavior. Students who intentionally act to impair, interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the University shall be subject to appropriate disciplinary action.

The Dean of Students Office: <https://www.dso.ufl.edu/>

HONESTY POLICY

As a result of completing the registration form at the University of Florida, every student has signed the following statement:

“I understand that the University of Florida expects its students to be honest in all of their academic endeavors and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University.”

The university’s policies regarding academic honesty, the honor code, and student conduct related to the honor code will be strictly enforced. Full information regarding the above mentioned policies is available at the following links:

Student Conduct & Honor Code:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

STUDENTS WITH DISABILITIES

Students requesting classroom accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

Disability office: <http://www.dso.ufl.edu/drc/>

COUNSELING SERVICES

Resources are available on campus for students who experience personal problems or lack clear career and academic goals, which interfere with their academic performance. Find out more here:

University Counseling Center

ADDRESS: 301 Peabody Hall PHONE: (352) 392 1575 WEB: www.counseling.ufl.edu

HEALTH & SAFETY

The School of Art + Art History Safety Manual will be reviewed in class. Students and instructors are responsible for following policy and procedures for making art safely at all time. The entire document is available online <http://saah-healthandsafety.weebly.com/handbook.html>. All students are required to sign and turn in the signature page to the instructor on the first day of class. All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

Area rules

All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

- Follow all SA+AH Health and Safety handbook guidelines.
- Alcohol is not permitted (open or closed containers)
- No eating or drinking in the lab.
- Shoes must be worn at all times.
- Protective equipment must be worn for hazardous work.
- Do not block aisles, halls or doors with stored items or when working. This is a violation of fire codes.
- Do not store anything on the floor. This impedes cleaning & creates a hazard.
- Do not park bikes in the building.
- Clean up spills immediately.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- All users must follow the SA+AH Container Policy (see below).

must be marked with your name, contents and date opened. All secondary/satellite containers for hazardous materials must be marked with content, your name and the date opened. All unmarked containers will be disposed of with no notice.

YELLOW: When hazardous items are designated as waste. All containers must have a yellow label identifying the contents that are designated as trash for weekly EHS pick up.

- Flammable solid containers (red flip top) must have a yellow hazardous waste label on the outside.
- 5-gallon jugs must have a yellow hazardous waste label on the outside.
- Fibrous containers must have a yellow hazardous waste label on the outside.
- Each item in the blue bin must have a yellow hazardous waste label.

SA+AH health and safety policy

There are 2 types of labels used in the SA+AH-YELLOW & WHITE. Both labels are found at the red MSDS box and are supplied by the SA+AH. Each is used for a different purpose:

WHITE: All new and or used product in containers (hazardous or what might be perceived as hazardous -i.e. watered down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents, etc...) must be labeled within the SA+AH to identify their contents. Labels can be found at the MSDS box in each studio and work area. All containers

NOTE: Hazardous Waste labels should include all constituents in the waste mixture as well as an approximate percentage of the total for that item and must add up to 100%. Labels should also include the Bldg & room # of the shop generating the waste along with the Waste Manager for your area; this is located on the SWMA sign posted at the sink or at the Waste Management Area.

TENTATIVE COURSE SCHEDULE

<i>August</i>	WEEK 1	8/21	Course introduction
		8/23	Lab exercise
	WEEK 2	8/28	L1 History of typography / P1 Introduction
		8/30	Lab exercise
<i>September</i>	WEEK 3	9/4	HOLIDAY: Labor Day
		9/6	Lab exercise
	WEEK 4	9/11	L2 Anatomy and terminology / Sketch critique
		9/13	Lab work day
	WEEK 5	9/18	L3 Size and space
		9/20	Lab work day
	WEEK 6	9/25	P1 Due: Final critique / P2 Introduction
		9/27	Lab exercise
<i>October</i>	WEEK 7	10/2	L4 Classifications, type families & punctuation / Inspirations
		10/4	Lab work day
	WEEK 8	10/9	L5 Paragraph and hierarchy / Sketch critique
		10/11	Lab work day
	WEEK 9	10/16	P2 Due: Final critique / P3 Introduction
		10/18	Lab exercise
	WEEK 10	10/23	L6 Grid
		10/25	Lab work day
	WEEK 11	10/30	Class activity
		11/1	Lab work day
<i>November</i>	WEEK 12	11/6	L7 Logotypes and branding / MOVIE Helvetica
		11/8	Lab work day
	WEEK 13	11/13	P3 Due: Final Critique / P4 introduction
		11/15	Lab work day
	WEEK 14	11/20	Process critique
		11/22	HOLIDAY: Thanksgiving
	WEEK 15	11/27	Class activity
		11/29	Lab work day
<i>December</i>	WEEK 16	12/4	P4 Due: Final critique
		12/6	Last class / Recap / Return projects