

**GRA 2208c Typography One**  
Monday & Wednesday, Periods 11-E2  
Room 112 Fine Arts C, Room 120 Arch

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School of Art and Art History  
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## **SYLLABUS**

### **Description**

This 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 research, visual experimentation, critical feedback, and refinement. This course meets both in the School of Art and Art History and the campus computer lab on alternating days.

### **Objectives**

This course is designed to familiarize students with practice of typography including vocabulary and conventions of type in conjunction with studio work that encourages critical thought and visual 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
- Identify letterform anatomy and typographic families
- Use a variety of tools and methods to produce work

### **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

### **Readings and Canvas Submissions**

This course has one required book: *Thinking With Type* by Ellen Lupton (2<sup>nd</sup> Edition). At UF we have free access to the tutorial site, Lynda.com, which will be used to introduce the software in the course. We will use the UF e-Learning site, Canvas, to access other course materials and submit assignments.

### **Required Materials**

The software Adobe Illustrator will be our technical focus. One day per week will be spent in the computer lab as studio time. You may need to buy additional art materials to complete some projects.

## Grading & Attendance

Specific grading criteria will be listed with each assignment but will generally cover the areas of research and conceptual development, formal resolution, technical craft and presentation. This course has four major creative projects for a total of 100 points (20 per project, and 20 points for a group of in-class exercises).

Canvas will do the math and calculations but if you want to convert points/percentages to a UF Standard Letter Grade here is a table...

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
100% to 94%	< 94% to 90%	< 90% to 87%	< 87% to 84%	< 84% to 80%	< 80% to 77%	< 77% to 74%	< 74% to 70%	< 70% to 67%	< 67% to 64%	< 64% to 61%	< 61% to 0%

## More details about Attendance

Excused absences follow university guidelines and may include illness, serious family emergencies, special curricular requirements, military obligation, severe weather conditions, religious holidays and participation in official university activities or court-imposed legal obligations. If you have a delay, please contact me by email prior to the class. *Projects and assignments are not accepted after the due date without prior approval by the instructor.*

You can miss three class days without penalty. Any additional unexcused absence will result in the final letter grade dropped one full step (for example, a B would become a C). Arriving after class has commenced and roll has been taken means that attendance is not awarded on that day. Important Note: The letter grade drop can be *nullified* by submitting an extra written paper due near the end of exam week. The length of the paper is determined by the number of days missed. Each unexcused day beyond three equals 500 words. Example: If you've missed eight days that would be a 2500 word paper. When needed, an assignment sheet will be supplied with details on format and content.

## Other Strategies for Success

Active engagement in the small group sessions is also expected. This means listening to the suggestions of other students and offering constructive comments of your own. Often informal performance will influence your project grades...

Timeliness: Meet all final and intermediate deadlines. Arrive Early.

Quantity/Quality: Exceed the minimum, Seek critique.

Innovation: Seek difference, not similarity.

Community: Collaborate, listen and share.

## Health and Safety

The UF School of Art and Art History is concerned about the safe use of art materials. Notes related to the design area: Batteries, old monitors, lamps from digital projectors if broken may release mercury. There are no known health hazards from exposure to lamps that are intact. A complete handbook is provided at — <http://www.arts.ufl.edu/art/healthandsafety>

## Contact and Office Hours

Outside of class, you can contact me by email (preferred) — [slawson@ufl.edu](mailto:slawson@ufl.edu) — or through the UF School of Art and Art History at 352-392-0201. My office is 313c FAC and office hours will be posted on my door (likely Tuesdays, Noon to 2pm).

## General University Policies and Services

This resource covers most policies and procedures important to students. <http://www.dso.ufl.edu/>

## Accommodations for Students with Disabilities

Students requesting classroom accommodation 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/>

### **Contacts for University Counseling Services**

Includes personal, academic, crisis and career services.  
Dial 352-392-1575. <http://www.counsel.ufl.edu/>

### **Contacts for Student Healthcare Center**

Dial 911 for medical emergencies.  
Dial 352-392-1161 for urgent after-hours medical questions.  
Dial 352-392-1171 for after-hours mental health assistance.  
<http://shcc.ufl.edu/>

### **Safety and Security**

University Police Department — <http://police.ufl.edu/>  
Dial 911 for emergencies.  
Dial 352-392-1111 otherwise.

### **Twelve-Day Rule**

Students who participate in official athletic or scholastic extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

### **Absences for Religious Holidays**

Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure.

### **Honesty Policy**

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. These can include: cheating, plagiarism, bribery, misrepresentation, conspiracy, or fabrication.  
<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

### **Computer Use and Acceptable Use Policy**

All faculty, staff, and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.  
<http://www.cio.ufl.edu/policies/aupolicy.html>

### **Disruptive Behavior**

Faculty, students, Administrative and Professional staff members, and other employees [hereinafter referred to as 'member(s)' of the University], 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 by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the University and state law governing such actions. Be advised that you can and will be dismissed from class if you engage in disruptive behavior. A detailed list of disruptive conduct may be found at — <http://regulations.ufl.edu/regulations/uf-1-general/>