COURSE INFORMATION
GRA 2208c / 2618 / 3 Credit Hours
FAC RM. 112
M/W 2-4

Xun Meng, INSTRUCTOR
Email: xmeng0310@ufl.edu
Office/Hours: FAC 310/Thursday, 12:00 am-1pm & by appointment

COURSE DESCRIPTION
GRA 2208C is a studio course, introducing the art of typography: 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 reading, research, exercises, and design production. 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, and studio design production. Studio assignments will involve some hand work and digital typographic design and illustration using Adobe Illustrator and Adobe Photoshop.

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:
• Gain technical skills for type compositions
• Gain understanding of the basic principles of typography, including the selection and arrangement of type
• 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
TYPOGRAPHERS PAST & PRESENT / TYPOGRAPHIC 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
TYPOGRAPHY REFERENCED Rockport Publishing - RECOMMENDED
http://www.aiga.org (American Institute of Graphic Artists)
http://www.typographyserved.com (Good typographic examples)
http://typophile.com (Website devoted to typography)

ATTENDANCE

This course is a studio class where attendance is vital. You are permitted 2 absences during the semester without consequence to your final grade. More than 2 absences will result in the loss of one letter grade (e.g. from an A to an B) in EVERY PROJECT, you have 4 times to change your grad since we have 4 projects. 3 tardies (more than 10 mins) or early departures equal one absence. Attendance will be taken promptly at the beginning of each class. If you have extenuating circumstances, inform me as soon as possible so that I can work with you to determine how best to mitigate the situation. A doctor’s note will be required in order to excuse an absence due to illness.

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.

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.

PROCESS

You are required to keep a process book to document your progress throughout the semester. The process book is used for practice exercises, brain-storming, taking notes and keeping other material related to this course. You will turn in this process book with each project at the final critique. You are encouraged to collect interesting samples of items that inspire you. The process book should be specifically used for this class only.

MATERIALS

• 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 (we can provide)
• Self-healing cutting matte, Masking tape (we can provide)
• Access to a digital camera (cellphone cameras are good to use)

Note: Additional supplies may be needed as semester progresses
| STUDIO-NOTES |

Please eat before or after class or during the break - not during class. Clean up after yourself. Critique ideas, not people. Be courteous and respectful during critiques and discussions. 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.

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.

| 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: http://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:

ACADEMIC HONESTY: http://www.registrar.ufl.edu/catalog/policies/students.html#honesty
HONOR CODE: http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php
STUDENT CONDUCT: http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php
| 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 projects will be marked down one letter grade (from an A to an A-) for each late day, for up to 3 days (based on a 7-day week). Projects will not be accepted beyond this 3 day period. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

| GRADING SCALE |

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your work. To this end, we can only respond to what is observable in your work and in-class performance. Expectations for grades are as follows (guideline only):

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>GP Value</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100-95</td>
<td>4.00</td>
<td>Superior; consistently above and beyond criteria</td>
</tr>
<tr>
<td>A–</td>
<td>94-90</td>
<td>3.67</td>
<td>Excellent; room for further improvement</td>
</tr>
<tr>
<td>B+</td>
<td>89-87</td>
<td>3.33</td>
<td>Very good; surpassed all criteria</td>
</tr>
<tr>
<td>B</td>
<td>86-83</td>
<td>3.00</td>
<td>Good; surpassed all criteria</td>
</tr>
<tr>
<td>B–</td>
<td>82-80</td>
<td>2.67</td>
<td>Above average; surpassed all criteria</td>
</tr>
<tr>
<td>C+</td>
<td>79-77</td>
<td>2.33</td>
<td>Average; met criteria</td>
</tr>
<tr>
<td>C</td>
<td>76-73</td>
<td>2.00</td>
<td>Average; improvement needed</td>
</tr>
<tr>
<td>C–</td>
<td>72-70</td>
<td>1.67</td>
<td>Slightly below average; further improvement needed</td>
</tr>
<tr>
<td>D+</td>
<td>69-67</td>
<td>1.33</td>
<td>Below average; much improvement needed</td>
</tr>
<tr>
<td>D</td>
<td>66-63</td>
<td>1.00</td>
<td>Below average; poor and/or incomplete work</td>
</tr>
<tr>
<td>D–</td>
<td>62-60</td>
<td>0.67</td>
<td>Below average; very poor and/or incomplete work</td>
</tr>
<tr>
<td>E</td>
<td>59 or below</td>
<td>0.00</td>
<td>Failing; deserves no credit</td>
</tr>
</tbody>
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A grade of C- or below will not count toward major requirements. Your overall grade will be based on your performance on four inter-related projects. Each project is of equal weight. If, during the course of the semester, there is a reason to reduce the number of projects to improve overall quality, each project will still retain equal weight.

Projects are evaluated on the following criteria:

**35 DISCOVERY + DEFINITION** research, concept development, iterations, articulation of ideas verbally and in writing;

**35 DESIGN + DELIVERY** strength of design solution, appropriateness of solution, attention to production of deliverables; and

**20 PROFESSIONALISM** participation, motivation, collaboration, and consistency, written components and presentations.

Each project is worth 100 points. Your final grade is calculated by adding the total points earned and dividing them by the total number of assigned projects. You must earn at least a C in this course for it to count as credit towards your major in Graphic Design.

**10 Attitude** How many efforts you put in your work, like more than 2 absences will result in the loss of one letter grade (e.g. from an A to an B) in EVERY PROJECT.

Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the appropriate undergraduate catalog web page https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx
GRADING & EVALUATION

The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress as a designer. In this course you will earn your grade through hard work, attention to details, and discipline. Your overall grade will be based on demonstrating your execution of the information and ideas discussed, formal and conceptual progress and professionalism during the course.

A project description sheet will accompany each new assignment, detailing specific requirements and grading criteria for each. Projects are due at the beginning of each class period on the assigned due date. Late projects will be accepted but will drop one letter grade for each day that it is late. Failure to meet deadlines will affect your grade in this class. Only in extreme situations that are called to my attention in advance can something be arranged. You are advised to always plan ahead and communicate with me.

The final grade will result from:
* 80% Sum of 4 projects
  (PROJECT 1: 20% / PROJECT 2: 20% / PROJECT 3: 20% / PROJECT 4: 20%)
* 10% Sum of tests, read & respond assignments
* 10% Professionalism (ATTENDANCE, ATTITUDE, GROUP PRESENTATIONS)

*Professionalism means that you bring requested supplies to class; complete and bring with you out-of-class assignments, sketches, books and notes; continued development of your process book throughout the semester; 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.

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?

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:

UF COUNSELING & WELLNESS CENTER
3190 Radio Rd. | Gainesville, FL 32611
352-392-1575 | www.counsel.ufl.edu
HEALTHY AND 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://saahhealthandsafety.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.

GRAPHIC DESIGN 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)

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 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.

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.
TYPOGRAPHY 01
LETTERFORM
SYLLABUS FALL 2015
UNIVERSITY OF FLORIDA

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TENTATIVE COURSE SCHEDULE

WEEK 1
08/24
Course Introduction

08/26
Topic: Letter:
History of Typography

WEEK 2
08/31
Topic: Letter:
Anatomy & Terminology / Project 1 Introduction
Quick-Quiz 1

09/02
LAB / Quick-Quiz 2

WEEK 3
09/07
No-Class

09/09
LAB / Exercise in class

WEEK 4
09/14
Project 01 Due

09/16
Topic: Classifications, Type Families & Punctuation
Launch Project 02

WEEK 5
09/21
Quick-Quiz 3

09/23
Topic: Paragraph & Hierarchy

WEEK 6
09/28
Quick-Quiz 4

09/30
Topic: Letter:
History of Typography

WEEK 7
10/05
Quick-Quiz 5

10/07
Topic: Text

WEEK 8
10/12
Quick-Quiz 6
Project 02 Due

10/14
Topic: Logotypes and Branding
Launch Project 03

WEEK 9
10/19
Quick-Quiz 7

10/21
Topic: Grid

WEEK 10
10/26
Quick-Quiz 8

10/28

WEEK 11
11/02

11/04
Project 03 Due

WEEK 12
11/09
Movie: Helvetica
Launch Project 04

11/11
No-Class

WEEK 13
11/16
Quick-Quiz 9

11/18

WEEK 14
11/23

11/25
No-Class

WEEK 15
11/30

12/02

WEEK 16
12/07

12/09
Final Class
Project 04 Due
TYPOGRAPHY 01
LETTERFORM
SYLLABUS FALL 2015
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<td>I, ___________________________, have read the syllabus, understand what is written, intend to abide by these policies, and will earn the appropriate grade according to my work, efforts and attendance for the fall semester 2015.</td>
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Signature ___________________________ Date ___________________________