

TYPOGRAPHY 1

MONDAY FAC 112 - 11:45 a.m.-2:45 p.m.
WEDNESDAY ARCH 0120 11:45 a.m.-2:45 p.m.

COURSE DESCRIPTION

GRA 2208c is a studio course, teaching anatomy, vocabulary, and classification of typography. Coursework will also focus on awareness and creative use with emphasis on the relationship between image and type.

REQUIRED TEXT

Thinking with Type, Ellen Lupton, 2nd Edition

COURSE STRUCTURE

This course will include a combination of brief lectures, quizzes, exercises, projects, reading and research, group discussions and presentations. Participation in all aspects is imperative to your success in this course and will be an integral part of your final grade. At the conclusion of each project, there will be a formal group critique in which the work will be discussed. Critiques will provide an opportunity to speak effectively about your concepts and ideas, to see mistakes and discuss possible alternative solutions and to recognize what is working well in the project.

COURSE OBJECTIVES

This course has two major objectives: to familiarize students with formal attributes including vocabulary and conventions of type as well as working through projects to develop a sense of visually interesting solutions using the typographic form.

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

- Define commonly used terms
[examples: leading, point size and kerning]
- Identify letterform anatomy
[examples: serif, ascender, bowl, ligature]
- Use type creatively and non-traditionally
[examples: type as image, experimental methods]
- Use a variety of tools and methods to produce work
[examples: xerox, computer, photography, hand rendering type]

COURSE TOPICS

The projects in this class will provide opportunities to engage with the following topics:

Typographic vocabulary.

Anatomy of letterforms.

Expressive typography

Typography as image.

Typography in the environment.

Rules and conventions of designing with and setting type.

Typographers past and present.

PROCESS

You are required to keep a process book (binder or folder) to document your progress throughout the semester. The process book is used for practice exercises, brainstorming, taking notes and keeping other material related to this course. You will turn in this process book with each project at the final crit. You are encouraged to collect interesting samples of items that inspire you.

REQUIRED SUPPLIES

Black foam board for mounting as needed

Black ink pens and sharpie markers

Black and gray prismacolor markers

Pencils

Metal ruler with cork backing

X-acto knife with #11 blades

Self-healing cutting mat

Spray mount, glue stick

Tracing paper

Masking tape

Access to camera

Note: Additional supplies may be needed as semester progresses

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ATTENDANCE

This course is a studio class, attendance is vital. You are permitted 3 absences during this semester. More than 3 absences, excused or otherwise will result in the loss of one letter grade. More than 5 absences will result in automatic failure of the class. Students are expected to arrive on time and remain until class is dismissed. Three tardies (more than 15 minutes late) or 3 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. A doctor's note will be required in order to excuse an absence due to illness.

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.

GRADING AND 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. Your overall grade will be based on demonstrating your understanding 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 1 letter grade for each class 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. Always plan ahead.

THE FINAL GRADE WILL RESULT FROM:

80% sum of four projects, each project will be graded on:

- concept** - ability to discover and define typographic design ideas and issues in a clear and consistent language
- solution** - composition, inventiveness, originality and layout
- class work** - following your idea through a process, brainstorming, sketches, participation and professionalism
- craft** - how well you use the tools and materials

10% sum of in-class exercises, read & respond assignments and process book

10% professionalism (participation, motivation, attendance, ability to meet deadlines)

Professionalism means: bring requested supplies to class, complete and bring with you out of class assignments, contribute constructive feedback during critiques, be prepared to discuss assigned readings, act professionally, be punctual and meet project deadlines.

GRADING SCALE

- A 100-95 exceptional work
- A- 94-90 superior work
- B+ 89-87 very good work
- B 86-83 above average work
- B- 82-80 slightly above average work
- C+ 79-77 adequate, average work
- C 76-73 average, borders inadequate
- C- 72-70 below average work
- D+ 69-67 barely meeting criteria
- D 66-63 not meeting criteria
- D- 62-60 not meeting much criteria
- E 59-0 failure to meet most criteria

NOTE:

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

For more information on UF grading policy:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

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STUDIO NOTES

Please eat before or after class, not during class
Silence cell phones before roll is called.
Clean up after yourself.
Critique ideas not people
No side conversations during crits

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?
Is the project covered with a piece of tracing paper that has been trimmed to size and attached on the back with masking/drafting tape?

ADDITIONAL RESOURCES

Launching the Imagination, Mary Stewart, 2007
Print magazine
Communication Arts magazine

ACCOMMODATIONS FOR 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/>

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.
Student Conduct and Honor Code — <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

COUNSELING SERVICES

Resource 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 about counseling services here:
<http://www.counsel.ufl.edu/>

CONTACTS FOR STUDENT HEALTHCARE

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

SAFETY AND SECURITY

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

NOTE:

The use of cell phones, or other personal and group distraction sources (including social networking and entertainment sites, such as Twitter, Instagram, 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.

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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://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.

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).

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.