TYPOGRAPHY 2

3 credits; prerequisite—graphic design major
Monday & Wednesday — 3-6 p.m. FAC 314

INSTRUCTOR

Nancy Schreck, Visiting Assistant Professor of Graphic Design
School of Art + Art History
email nschreck@ufl.edu
office 313E FAC
office hours Tuesday + Thursdays 1:30–2:30 & by appointment
The most effective way to reach me is by email during the week.
Response time is usually within 24 hours on weekdays.

COURSE DESCRIPTION

In this course we explore how to design and communicate complex information that is primarily of typographic nature. The course readings, lectures, exercises, presentations, and projects provide a framework to expand your thinking and practice related to diverse forms of typographic expression. Effective typography is a result of intensely laboring to explore and balance the relationship between the details and the vision — working between these iteratively in order to create materials that are functional, expressive, compelling, and appropriate. The course readings, lectures, exercises, presentations, and projects provide a framework to expand your thinking and practice related to diverse forms of typographic expression.

OBJECTIVES

· Explore typography as it gives tangible form to language;
· Understand the relationship of writing, grammar, and style to typographic design and organizational/visual systems;
· Understand historical and contemporary typographic conventions as they relate to communication;
· Learn and apply design and typographic principles such as alignment, visual hierarchy, contrast, proximity, repetition, legibility, and color to create work that communicates successfully;
· Examine two and three dimensional typographic systems;
· Develop a professional level of competency in typography.

TOPICS

Adobe InDesign	Hierarchy	Principles of Design
Structure and Grids	Bodies of Type	Typeface Selection
Contemporary Issues	Typographic Terminology	Production
Layout & Composition	Type History	Design Theory

REQUIRED MATERIALS

· Adobe Creative Cloud
· Computer: suitable for graphic design and production with appropriate RAM & HD Capacity
· Additional readings will be provided electronically

RECOMMENDED SOURCES

· Denise Gonzales Crisp, Typography (Graphic Design in Context)
· Robert Bringhurst, *Elements of Typographic Style*
· Ellen Lupton, *Type on Screen*
· Ellen Lupton, *Thinking with Type*, 2nd Edition

STRUCTURE

Because we learn how to use typography primarily by doing, active participation is vital to the success of this class and your individual progress. Activities that take place during class time include lectures, group discussions, critiques, presentations, quizzes, responses, and time to work on projects. You should expect to devote at least an equal amount of time outside of class for coursework.

GRADING + EVALUATION

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of one's performance. Information on current UF grading policies for assigning grade points is online here: *https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx*.

Your semester grade will be based on your performance in the following three categories:

80%   **project work**: as stated on project briefs, in areas of:
         process (research, concept, ideation, appropriateness of solution)
         realization (visual organization, formal resolution, syntax, craft)
         presentation (articulation, concept statement, photographs)
         Each project is worth 20% of the total.
20%   **professionalism:** participation, motivation, collaboration, and consistency
20%   **knowledge & intellectual engagement:** in-class exercises, reading, writing, and other
         responses, including discussion.

GRADING SCALE

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

DEMONSTRATION OF SUFFICIENT PROGRESS

It is good practice to work consistently, to obtain feedback from your instructor and your peers, and to learn in this studio environment. Establishing a high standard in the classroom ensures that you learn to manage your time to meet deadlines, foster your own design process, obtain appropriate feedback, and develop to the best of your abilities. The instructor reserves the right to determine if the project did not meet the requirements of sufficient progress and may assign a low or failing grade.

MAKE-UP WORK

You may be eligible for make-up work in the event of an excused absence. Work may be different from what is originally assigned. It is your responsibiity to ask for make-up work within a week of the absence.

DEADLINES

All interim and final deadlines will be announced in advance. Work is due on the day and time given and will be considered late after work has been called for. Projects are accepted late at the instructor's discretion and usually only because of extenuating circumstances.

ATTENDANCE POLICY

· Two (2) unexcused absences are permitted. Every unexcused absence beyond this may lower your grade by 10 points. The voxGraphis fall trip is an additional excused absence because it is a school-sponsored event.
· Late arrivals (more than 15 minutes after class start time) will be marked tardy.
· Three tardies will be counted as one unexcused absence
· Excused absences follow university guidelines and include religious holidays, a verifiable death in the immediate family, illness with a doctor's note, a court or legal obligation, or participation in official university activities. Please notify the instructor in advance if you know you will be absent. Students observing a religious holy day of their faith must notify the instructor in advance.
· Leaving early without permission will be considered an absence.
· Arriving more than 45 minutes after the start of class is no longer considered tardy and will count as an absence.
· A total of seven absences, excused or unexcused, may result in failing the course.
· It is your responsibility to see that the instructor's attendance record is corrected from an absence to a tardy if you are late.

EXPECTATIONS FOR PARTICIPATION + INTERACTIONS

- **Excellent (A)** Demonstrates excellent preparation, contributes in a very significant way to discussions and critiques, knows assigned materials very well, and exceeds overall course requirements.
- **Good (B)** Demonstrates good preparation, contributes frequently to discussions and critiques, knows assigned materials well, and exceeds many, but not all, course requirements.
- **Satisfactory (C)** Demonstrates adequate preparation, contributes to discussions and critiques when called upon, demonstrates some knowledge of assigned materials, and meets overall course requirements.
- **Needs Improvement (D)** Demonstrates minimal preparation, infrequent involvement in discussions and critiques, does not know assigned materials, and needs improvement on project work. Present, not disruptive.
- **Unsatisfactory (E)** Demonstrates no or substandard preparation, no involvement in discussions and critiques, does not know assigned materials, and does not meet overall course requirements.
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ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES www.dso.ufl.edu/drc

Anyone requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide you, the student, with the necessary documentation, which you must then provide to me, the instructor, when requesting accommodation.

UNIVERSITY COUNSELING SERVICES

www.counseling.ufl.edu/cwc Includes personal, academic, crisis and career services.

ACADEMIC HONESTY POLICY

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 these policies is available at the following links:
Academic Honesty: www.registrar.ufl.edu/catalog/policies/students.html#honesty
Honor Code: www.dso.ufl.edu/sccr/honorcodes/honorcode.php
Student Conduct: www.dso.ufl.edu/sccr/honorcodes/conductcode.php

DISRUPTIVE BEHAVIOR regulations.ufl.edu/chapter1

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.

ABSENCES & ABSENCES FOR RELIGIOUS HOLIDAYS

The course absence policy is described in the body of the syllabus. The university policy is here: www.registrar.ufl.edu/catalog/policies/regulationattendance.html. Because instructors are allowed to require attendance and attendance and participation are critical to learning there is a strict absence policy. The Florida Board of Education and state law govern university policy regarding observance of religious holidays, available at the link above.

GRAPHIC DESIGN POLICIES

- If you encounter other problems in the classroom or studio, first speak with your instructor outside of class or talk with any graphic design area faculty member. If the instructor cannot resolve your concerns, contact the SA+AH undergraduate student advisor. After consulting faculty members and the art advisor, the other authority to contact is the Director of the SA+AH in 101 FAC.
- Access to individual classrooms, laboratories and the studio facilities is limited to those enrolled in the program. If you notice any strangers or unusual behavior, report it to the University Police. See police.ufl.edu. Dial 911 for emergencies or 352-392-1111 otherwise.
- Lab fees are used to supply the printers with ink and paper. Be conservative in your use of these materials not only because they cost money, but because they create waste. Keep a balance

between what you need to do your work and resource use.
· Do not use spray adhesive in the studios or in the building. There is a professional and safe spray booth on the 2nd floor for your use if you have to use it.
· Be community-minded and collegial.
· Respect each other by listening to your music on headphones and by keeping your desk, row and the community areas clean.
· Recycle paper, cans, and reuse other materials.
· Throw away trash.
· Do not leave food lying around.
· You may eat in the studios. We ask that you be attentive to cleaning up and throwing away food remains—preferably in the hallway trash cans.
· Never use or harm animals or the environment in your projects. Use of animals in projects is strictly regulated. For more information, see http://www.arts.ufl.edu/resources/forms/forms1.html
· With questions related to your computer system and technology (network, printers) in the graphic design studio, you can contact our technical lab technician— Michael Christopher, mchristo@ufl.edu. Mike can help diagnose problems and recommends solutions.
· When working in the evening or when few students are present, you should keep the studio door closed. Do not reveal the door pass-code to anyone outside of the program. Never leave the studio open and unattended.
· **Dial 911 for medical + police emergencies.**

SA+AH 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).

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 b in 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.

For detailed UF policies see www.dso.ufl.edu