

GRA 2208c Typography One
Tuesday & Thursday, Periods 11-E2
Room 112 Fine Arts C , Room 120 Arch

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University of Florida
School of Art and Art History
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SYLLABUS

Description

This is a studio-based design course that introduces the principles and practices of typography – *the visual aspects of the written word*. We will explore the fundamentals of typographic composition as well as expressive uses of letterform through readings, research, discussion, critique, demos, exercises, and creative projects. This course is composed a set of exercises and three major projects. This course meets both in the School of Art and Art History and the campus computer lab on alternating days.

Topics and Objectives

The projects, discussions, and activities during this class will provide opportunities to engage with topics such as: Typographic history, vocabulary and conventions, typography as image, hierarchy and organization, anatomy of letterforms, expressive typography, and current trends.

Readings and Canvas Submissions

This course has one recommended book: *Thinking With Type* by Ellen Lupton (2nd 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 course materials and submit assignments.

Required Materials

The software Adobe Illustrator and InDesign 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 (25 per project, and 25 points for a group of in-class exercises).

Please note that if you are a certificate student, you need to receive a final grade of B or better for this course to count toward completion. 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 four 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.

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://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf>

Contact and Office Hours

Outside of class, you can contact me by email (preferred) — 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 Wednesday, 4:00-5:30pm).

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/>