

Period: M 2 – 4 (11:45 am – 02:45 pm)

Location: FAC 112

Period: W 2 – 4 (11:45 am – 02:45 pm)

Location: ARCH 0120

Credit hours: 3

**INSTRUCTOR**

Dina Benbrahim

d.fikribenbrahim@ufl.edu

**OFFICE HOURS**

Tuesday 03:00 pm – 04:00 pm

& by appointment

Location: FAC 310

**COURSE DESCRIPTION**

GRA 2208C 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 exploration, experimentation, critique and refinement.

**COURSE OBJECTIVES**

- Develop a keen sensitivity to the aesthetics of typography.
- Articulate the history and antecedents of typography and written language through time.
- Identify letterform anatomy, and choose & mix typefaces effectively.
- Gain technical skills for type compositions with a strong narrative.
- Develop effective compositions of text, information, and visuals to enhance concept.
- Use the appropriate typographic vocabulary.
- Experiment with variety of tools and methods to produce work.

**COURSE TOPICS**

|                        |                     |
|------------------------|---------------------|
| History of typography  | Type for the screen |
| Anatomy of letterforms | Type for print      |
| Numerals               | Grid                |
| Type as image          | Hierarchy           |
| Type as narrative      | Spacing             |

**REQUIRED TEXTBOOK**

Ellen Lupton. Thinking With Type: A Critical Guide for Designers. 2nd Edition

**REQUIRED MATERIALS\***

|                                       |                            |
|---------------------------------------|----------------------------|
| Blank notebook (no smaller than 5x7)  | Scissors (can be supplied) |
| Drawing pencil (2B)                   | X-Acto knife               |
| Micro pigment ink pen (0.8, 0.5, 0.1) | Self-healing cutting mat   |
| Brush pen (fine, medium, bold)        | Access to Adobe Suite      |

\*Additional items may be needed throughout the semester

**RECOMMENDED MATERIALS**

Robert Bringhurst. The Elements of Typographic Style.

Friedrich Friedl. Typography.

Typekit.com

Lynda.com

**TYPOGRAPHY JOURNAL**

Over the course of the semester, collect samples of typography. You may sketch, photograph, cut items from magazines, find scraps of paper on the street, or cut out bits of packaging. Create a two-inch-square sample of each specimen that you find. Arrange your specimens in a simple grid (2 columns, 4 rows, all cells touching.) Complete at least one diary entry per week. You will present your visual journey at the end of the semester.

## GRADING + EVALUATION

Your final grade will be based on an overall evaluation of the following:

|           |      |                    |      |
|-----------|------|--------------------|------|
| Project 1 | 20 % | Typography Journal | 10 % |
| Project 2 | 20 % | Exercises          | 10%  |
| Project 3 | 25 % | Participation      | 15%  |

Overall, your project grades will be based on your ability to provide an innovative concept, a powerful narrative, a well-thought solution, a well-crafted output, a documented process, your presentation skills and your weekly journal. Participation means attending the class, being punctual and professional, providing constructive feedback during critiques, actively discussing readings, acting professionally, meeting project deadlines, as well as attending recommended talks/events and reflecting in writing on them.

|            |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>A</b>   | 100 – 94    | Exceptional or excellent work, process to production. Research is appropriate; process demonstrates design thinking and development of a range of solutions that are plausible. (Multiple iterations and there has been a range of design explorations and solutions). Realization is excellent and supports an exceptional concept. You have come to class with new work, are highly engaged in discussions and critiques, and know the materials well. Your final submission has no errors or changes necessary (no typos, craft is excellent). |
| <b>A -</b> | 93 – 90     | Excellent; surpassed all criteria but still some room for improvement.                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>B +</b> | 89 – 87     | Very good; surpassed all criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>B</b>   | 86 – 84     | Good; surpassed all criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>B -</b> | 83 – 80     | Above average; surpassed all criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>C +</b> | 79 – 77     | Average; met criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>C</b>   | 76 – 74     | Average; improvement needed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>C -</b> | 73 – 70     | Slightly below average; further improvement needed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>D +</b> | 69 – 67     | Below average; much improvement needed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>D</b>   | 66 – 64     | Below average; poor and/or incomplete work                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>D -</b> | 63 – 60     | Below average; very poor and/or incomplete work; work well below level of study                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>E</b>   | 59 or below | Failing; work did not meet any criteria or you submitted no work                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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 were listed above. Meeting criteria merits a C+, if you want to earn higher you must surpass minimum criteria and expectations for work at your level of study. Please Note: A grade of C- or below will not count toward major requirements. Students pursuing their Certificate in Graphic Design need at least a B.

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

# SEMESTER SCHEDULE

## WEEK 1

**Jan 07:** Introduction  
**Jan 09:** D1

## WEEK 2

**Jan 14:** Project 1  
**Jan 16:** Project 1

## WEEK 3

**Jan 21:** Holiday  
**Jan 23:** Project 1

## WEEK 4

**Jan 28:** Project 1—Critique  
**Jan 30:** Project 1

## WEEK 5

**Feb 04:** Project 1—Critique  
**Feb 06:** Project 1

## WEEK 6

**Feb 11:** Project 1 due  
**Feb 13:** D2

## WEEK 7

**Feb 18:** Project 2  
**Feb 20:** Project 2

## WEEK 8

**Feb 25:** Project 2—Critique  
**Feb 27:** Project 2

## WEEK 9

**March 04:** Spring break  
**March 06:** Spring break

## WEEK 10

**March 11:** Project 2—Critique  
**March 13:** Project 2 due

## WEEK 11

**March 18:** D3  
**March 20:** Project 3

## WEEK 12

**March 25:** Project 3—Critique  
**March 27:** Project 3

## WEEK 13

**April 01:** Field trip  
**April 03:** Project 3

## WEEK 14

**April 08:** Project 3—Critique  
**April 10:** Project 3

## WEEK 15

**April 15:** Project 3—Critique  
**April 17:** Project 3

## WEEK 16

**April 22:** Project 3 due  
**April 24:** Typography Journal Due

## ATTENDANCE POLICY

Attendance is mandatory. If you are sick or have any other exceptional circumstances meriting consideration as an excused absence, please contact me as soon as possible. You are permitted **3** unexcused absences during the semester without affecting your final grade.

Late arrivals (8:31am) will be marked tardy; leaving early will also be noted (**three tardies = 1 absence**). If you are **30 minutes** late to class, you will be counted absent. Missing more than **6** unexcused class meetings will result in an automatic failing grade for the course.

Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

## LATE WORK

Late work will only be accepted if contact was made with the instructor prior to the due date with an explanation justifying why the work will be late. If the reason for lateness falls under the excused absence list (illness, family emergencies, religious holiday, university sponsored trips, etc.), there will be no penalty as long as work is completed by the new agreed upon date. If the reason is an unexcused one, work will be lowered one letter grade. An assignment more than **3** days late will receive an E. Any assignment not completed by the end of the semester will result in course failure.

## COMMUNICATION

It is the student's responsibility to frequently check their UFL e-mail, as this is my primary method of reaching students outside of class.

## CLASS POLICIES

- Cell phones should be silenced at the beginning of class. No social media is allowed.
  - Critique ideas and work, not people. Be honest with yourself and your peers.
  - Exit quietly if you need to visit the restroom during class—no need to ask.
  - You can eat in FAC 112 (not the lab). Please clean up after yourself. Alcohol is forbidden.
  - Please, do not use spray adhesive in the studios or in the building. There is a professional and safe paint spray booth in FAC-211A for this purpose.
  - 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: <https://www.dso.ufl.edu/>

## STUDENTS WITH DISABILITIES

Students with disabilities should first register with the Disability Resource Center at **352-392 8565** or [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter. Please, present this letter to me. Students with disabilities should follow this procedure as early as possible in the semester.

## ACADEMIC HONESTY POLICY

The university's policies regarding academic honesty, plagiarism, the honor code, and student conduct related to the honor code will be strictly enforced. Full information regarding these policies is available at <http://www.dso.ufl.edu/secr/process/student-conduct-honorcode>.

## HEALTH & SAFETY

This course is following the School of Art + Art History's Health and Safety Policy. All students are required to submit to the office the SAAH Health and Safety Student Signature page. Please check the following link to do so: <https://arts.ufl.edu/academics/art-and-art-history/health-safety>. Please follow the SA+AH Satellite Waste Management Chart in the classroom. In case of emergency, call campus police at **352-392 1111** or **911**. To reach the Sexual Assault Recovery Center, please call **352-392 1161**.

## COUNSELING & WELLNESS

Resources are available on campus for students who experience personal problems. Find out more information at [www.counseling.ufl.edu](http://www.counseling.ufl.edu). You can also call the counseling offices at **352-392 1575** or email [umatter@ufl.edu](mailto:umatter@ufl.edu).

## SOFTWARE USE

All faculty, staff and students of the university 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.

## ONLINE COURSE EVALUATION PROCESS

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>.

## STUDENT NAME & SIGNATURE