

**“typography
is what
language
looks like”**

—Ellen Lupton

GRA 3209C | Typography O2 | Fall 2019

3 credit hours | location: FAC 316 | M/W period 5–7 (11:45 AM–2:45 PM)

Instructor: Jarred Elrod | Office: FAC 313A | EM: jelrod@arts.ufl.edu

Office Hours: M/W 10–11:30 AM or by appointment

Course Website: <http://jarredelrod.com/fa-2019-courses>

Course Communications: Contact via UFL email with questions / meeting requests

Required Text: Links + Readings:

- *Thinking With Type* (online version) Ellen Lupton—<http://thinkingwithtype.com>
- *Bi-Scriptual* Edited by Wittner, Thoma, Hartmann will provide selected readings, not mandatory to purchase
- *Any other readings will be posted online and/or in project briefs*

Course Hashtag: #type2ufl —@jarredderraj on twitter



Course Description: Typography II explores the visual organization and integration of typographic information with images in environmental, printed and screen-based contexts. The history of typographic forms, principles of composition, and the expressive potential of typography will be explored through readings, workshops, projects, field-based exploration, and photo documentation. Design challenges will be approached through iterative experimentation, critique, and refinement—analogue and digital making methods will be explored in solo and group contexts. Effectiveness of typographic design will be evaluated in terms of legibility, uniqueness, composition, and expression.

Course Purpose: To become proficient in the theoretical understanding of core concepts and practical application of typography as they relate to the field of Graphic Design. Upon completion of course, students should be capable of utilizing typography both alone and in conjunction with imagery as a tool for successful visual communication at a professional level.

Course Goals / Objectives:

- Explore typography as it gives tangible form to language
- Become acquainted with & explore the potential of multi-script and / or multi lingual typographic solutions
- Work to understand historical and contemporary typographic conventions as they relate to communication—particularly related to cultural exchange, geographic location, and change in communication practices over time
- Become acquainted with use of parametric and variable typeface systems
- Learn to leverage cloud-based font management applications such as *typekit* and *skyfonts*
- Understand the relationship of writing, grammar, and style to typographic design and organized, visual systems
- Strengthen current understanding of typographic principles such as visual hierarchy, use of grid, sequencing, legibility, alignment, and color to create work that communicates successfully

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Teaching Philosophy: I strive to develop flexible project frameworks that establish the students as primary decision makers. I generously offer support and access to my design expertise, but make it a point not to confuse feedback with art direction, as this develops a learning culture rooted in dependency rather than exploration and ultimately, autonomy. I believe that one must actively engage in the process of making decisions to develop a sense of true confidence and a unique identity as both a person and a Graphic Designer.

Instructional Methods: Expect a diverse range of both teaching and methods of practice in this course. Activities will include (but not limited to) the following: formal and informal group and individual critiques, group project work, professional presentations to visiting clients, experimental workshops, lectures with and without visual presentations, general Q&A sessions about the professional design world at large, etc...

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

Deadlines: All deadlines / detailed schedules will be announced in advance through project briefs and posted on the course website or via email. The course site will be updated daily and contain digital copies of all material handed out in class. Work is due on time and will be considered late after work has been called for. For each class period work is late, a letter grade will be deducted from the project in question.

Attendance Policy: Beginning with the first day of class for the semester, only 2 unexcused absences are permitted. To be clear, there is no reason to accommodate Drop/Add for this required course in this selective major. Every unexcused absence beyond this will lower your grade by a whole letter grade (A to B, not A to A-). Late arrivals (more than 10 minutes after class start time) will be marked tardy; 3 tardies will be counted as 1 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 (any time prior to class dismissal) without permission is considered an absence. Arriving more than 20 minutes after the start of class is no longer considered tardy and will count as an absence. A total of 5 absences, excused or unexcused, will result in an "E" for your final grade. It is your responsibility to see that the instructor's attendance record is corrected from an absence to a tardy if you are late.

Required Course Technology: Sketchbook, pencil, laptop, camera (smart phones are ok), on-line photo display platform of your choice, adobe creative suite

Communication: You are responsible for emails I send to your ufl.edu account. It is a good practice to check your ufl.edu email at least once per day between Monday and Friday. I check emails regularly between Monday and Friday. Expect up to a 36 hour turn-around. If, after that period of time, you need a response, forward me the original email with a note that you are waiting for a response.

Grading + Evaluation: 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. If you receive a grade lower than a B, you may be asked to re-submit before project will even be considered for acceptance. Expectations for grades are as follows (guideline only):

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Grading Points Breakdown: Your overall grade will be based on your performance on 3 projects and a one week pass/fail sprint exercise. Each project is of equal weight. If during the semester there is a reason to reduce or add to the number of projects to improve overall quality of the course, each project will still retain equal weight.

A	4.00	100-95	Superior; consistently above and beyond criteria
A–	3.67	94-90	Very good; room for further improvement
B+	3.33	89-87	Good; surpassed all criteria
B	3.00	86-83	Above average; surpassed all criteria
B–	2.67	82-80	Average; met criteria
C+	2.33	79-77	Average; minimal work done to meet criteria
C	2.00	76-73	Average; improvement needed
C–	1.67	72-70	Slightly below average; further improvement needed
D+	1.33	69-67	Below average; much improvement needed
D	1.00	66-63	Below average; poor and/or incomplete work
D–	0.67	62-60	Below average; very poor and/or incomplete work
E	0.00	59 or below	Failing; deserves no credit

Projects are evaluated on the following criteria—each project will feature a separate grade sheet with learning outcomes listed: 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. The following broad-level breakdown below is subject to change per project.

40% WORK FLOW + PROCESS

—Research, concept development, iterations, articulation of ideas verbally and in writing

40% 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.

Demonstration Of Sufficient Progress: Why is this important? When working professionally, you will have various deadlines—not only at the end—and will build on your ideas. This is called ITERATIVE DESIGN. It is good practice to work consistently, to obtain feedback from your instructor and your peers, and to learn in this studio environment.

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To come to class unprepared or to put minimal effort into your work is unacceptable. 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.

Process Book, Project Folders and Online Image Archive: You are required to keep a process book and an on-line photo platform to document your progress throughout the semester and to use as raw material for in-class activities. At the conclusion of each project, I will ask you to submit a project folder in addition to your final work—evidence of adequate notes and design process in process folders will be factored into overall project grades. You may include original pages or copies of pages from your process books in folders, along with briefs, in-class handouts, quizzes, etc...

University Policy on Accommodating Students with Disabilities: Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Emergency Contact Information:

- UFL Police: For Emergency Dial 911, for non-emergency dial 352-392-1111
<http://www.police.ufl.edu/>
- UFL Counseling and Wellness Center: 352-392-1575
<http://www.counseling.ufl.edu/cwc/>
- UFL Counseling Center 24/7 Crisis Center Additional Contact + Info:
<http://www.counseling.ufl.edu/cwc/Emergency-Services>

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>

General University Policies and Services: This resource covers most policies and procedures important to students.

- Dean of Students office: <http://www.dso.ufl.edu/>
- E-learning technical support, 352-392-4357 (select option 2) or e-mail to learningsupport@ufl.edu, or visit <https://lss.at.ufl.edu/help.shtml>
- Career Connections Center, Reitz Union, 352-392-1601
- Career assistance and counseling, <https://career.ufl.edu/>
- Library Support, <http://cms.uflib.ufl.edu/ask>
- Teaching Center, Broward Hall, 352-392-2010 or 352-392-6420

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- General study skills and tutoring, <http://teachingcenter.ufl.edu/>
- Writing Studio, 302 Tigert Hall, 352-846-1138 or <http://writing.ufl.edu/writing-studio/>
- Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honorcode-student-conduct-code/>
- On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/>

Communication Courtesy: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. For issues with any technical difficulties related to UF platforms for E-learning please contact the UF Computing Help Desk at: <https://tss.it.ufl.edu/help-requests/>

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 instructors, 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 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.it.ufl.edu/policies/acceptable-use/acceptable-use-policy/>

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/>

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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.

Here are some other things to remember:

- 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 and throw away trash.
- Do not leave food lying around, but 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/formst.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 outsiders. 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 on-line <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.

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- 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 & 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.

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

Faculty Evaluations: Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

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Course Schedule (subject to change):

08.21) Class intro

08.26) Launch Project 01: Grid/Expression

08.28) Grid Exercise Workshop

09.02) NO CLASS: Labor Day

09.04)

09.09) Found Type Risograph Workshop (date TBD)

09.11) Found Type Risograph Workshop (date TBD)

09.16)

09.18)

09.23)

09.25) End Project 01: Grid/Expression, Begin Project 02:
Book/Multi-Narratives

09.30) Saddle Stitch booklet found type workshop (date TBD)

10.02) Saddle Stitch booklet found type workshop (date TBD)

10.07)

10.09)

10.14)

10.16)

10.21) End Project 02: Book/Multi-Narratives, Begin One
Week Motion Sprint, Logo Bumper

10.23) NO CLASS, Jarred Traveling

10.28) End One Week Motion Sprint, Logo Bumper, Begin Project 03: Screen-
Based Typographic Systems

10.30) Prototyping workshop (date TBD)

11.04) Prototyping workshop (date TBD)

11.06)

11.11) NO CLASS: Veteran's Day

11.13)

11.18)

11.20) NO CLASS, Jarred Traveling

11.25) (University Drop or Withdrawal Deadline)

11.27) NO CLASS, Thanksgiving Holiday

12.02)

12.04) Final Class Day (University Wide)

FINAL EXAM DATE/TIME: 12/10/2019 @ 12:30 PM - 2:30 PM
(Project 03 Final Submission)

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Course Contract

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, 2019.

signature _____ *date* _____