

**GRA 2208c Typography One**  
Monday & Wednesday, Periods 8-10  
Room 112 Fine Arts C, Lab Arch 120

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School of Art and Art History  
Fall 2019

## **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 (2<sup>nd</sup> 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 additional course materials and submit assignments.

### **Required Materials**

The software Adobe Illustrator and InDesign will be our technical focus. You may need to buy additional art materials to complete some projects. I will supply some materials by using your material fees.

### **Grading & Creative Feedback**

This course has three major creative projects (25 points per project) and a group of in-class exercises (5 points each) for a total of 100 points. Associated with each project is a checklist/rubric of required items. Full points are awarded if the work is sufficiently complete and uploaded on time. This functions similar to a pass/fail mode.

*Example: One project may have five items to submit (sketches, research notes, response sheets, project images, or other files) which means that neglecting to upload one item would result in 80 points out of 100 total points.*

Critical feedback is provided verbally during small group discussions, and one-to-one desk chats, and during final project presentations. This feedback is information on how to improve your work in concept, form, and craft – particularly with the intent of assembling a professional portfolio of design work. After mid-semester I will provide individual reviews that will communicate my view of overall academic performance and work quality. This qualitative feedback does not impact the project points.

*Projects and assignments are not accepted after the due date without prior approval by the instructor. This means you must be very focused on the checklist of required items and meet the deadline – be careful not to forget or to click submit 20 seconds too late.*

### **Details about Attendance and Assignment Due Dates**

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. I will keep an attendance and late arrival record but does not impact the project points.

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%

### Other Strategies for Success

Here is general advice that, I think, will help you get the most from your university education. Active engagement in the intermediate small group sessions is more valuable than at the end of the project. This means listening to the suggestions of other students, instructor, and offering constructive comments of your own. Often informal performance will influence your creative outcomes...

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](mailto: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 Tuesday, 3:00-5:00pm). You can also use the messaging system within Canvas.

### 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/>