

GRA 2208C | FALL 2019

Section 1581

TYPOGRAPHY 1

3 CREDIT HOURS**PERIOD:** T 2 – 4 (8:30 am – 11:30 pm)**LOCATION:** NRNA 056F**PERIOD:** R 2 – 4 (8:30 am – 11:30 pm)**LOCATION:** FAC 112**INSTRUCTOR**

Dina Benbrahim

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OFFICE HOURS

Wed 10:40 am – 11:40 am

& 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 references in typography and written language through time.
- + Identify letterform anatomy, and choose & mix typefaces effectively.
- + Gain technical skills for type compositions with intention.
- + 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
- + Anatomy of letterforms
- + Numerals
- + Type as image
- + Type as narrative
- + Type for the screen
- + Type for print
- + Grid
- + Hierarchy
- + Contrast

REQUIRED TEXTBOOKEllen Lupton. *Thinking With Type: A Critical Guide for Designers*. 2nd Edition**REQUIRED MATERIALS***

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

Additional items may be needed throughout the semester*RECOMMENDED MATERIALS**Robert Bringhurst. *The Elements of Typographic Style*.Friedrich Friedl. *Typography*.

Eyeondesign.aiga.org

Typekit.com

Lynda.com

TYPOGRAPHY JOURNAL

This journal is meant to be a place of visual exploration, inspiration and reflection. 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, and cut out bits of packaging. Complete at least one diary entry per week. Use this journal to write reflections and show your process. You will present your visual journey during 1–1 moments with me.

GRADING + EVALUATION

YOUR FINAL GRADE IS BASED ON AN OVERALL EVALUATION OF:

Project 1	20 %	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.

A	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).
A-	93 – 90	Excellent; surpassed all criteria but still some room for improvement.
B+	89 – 87	Very good; surpassed all criteria
B	86 – 84	Good; surpassed all criteria
B-	83 – 80	Above average; surpassed all criteria
C+	79 – 77	Average; met criteria
C	76 – 74	Average; improvement needed
C-	73 – 70	Slightly below average; further improvement needed
D+	69 – 67	Below average; much improvement needed
D	66 – 64	Below average; poor and/or incomplete work
D-	63 – 60	Below average; very poor and/or incomplete work; work well below level of study
E	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>

SCHEDULE

The instructor reserves the right to make changes to the course syllabus and course schedule to help students succeed in the course. In the event that changes become necessary, students will receive an adequate notification.

WEEK 1

AUG 20: Introduction + goals

AUG 22: Workshop 1

WEEK 2

AUG 27: D1 + Workshop 2

AUG 29: Project 1

WEEK 3

SEPT 03: Project 1 heads down

SEPT 05: Project 1 | 1-1

WEEK 4

SEPT 10: Project 1 heads down

+ Journal check

SEPT 12: Project 1 | Group crit

WEEK 5

SEPT 17: Project 1

SEPT 19: Project 1 due

+ reflection

WEEK 6

SEPT 24: D2 + Workshop 3

SEPT 26: Project 2

WEEK 7

OCT 01: Project 2 heads down

OCT 03: Project 2 | 1-1

WEEK 8

OCT 08: Project 2 heads down

OCT 10: Project 2 | Group crit

WEEK 9

OCT 15: Project 2 heads down

+ Journal check

OCT 17: Project 2 due

+ reflection

WEEK 10

OCT 22: D3 + Workshop 4

OCT 24: Project 3

WEEK 11

OCT 29: Project 3 heads down

OCT 31: Project 3 | 1-1

WEEK 12

NOV 05: Project 3 heads down

NOV 07: Project 3 | Group crit

WEEK 13

NOV 12: Project 3 heads down

NOV 14: Visit Judaica Suite

WEEK 14

NOV 19: Project 3 heads down

NOV 21: Project 3 | Group crit

WEEK 15

NOV 26: Project 3 | Group crit

+ Journal check

NOV 28: *Holiday*

WEEK 16

DEC 03: All materials due

+ reflection

UF POLICIES & MORE

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 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/sccr/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. You can also call the counseling offices at 352-392 1575 or email 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
