

GRA 2208c TYPOGRAPHY 1

CLASS NUMBER: 24892

MEETS: T/R 2-4 (8:30–11:30am)

CLASSROOM: FAC 112

INSTRUCTOR: Dr. Dori Griffin

EMAIL: dgriffin@arts.ufl.edu

OFFICE: FAC 103

HOURS: Th 1:00-3:00

APPOINTMENTS & EMAILS:

If you can't meet during drop-in office hours we can schedule an appointment at another time; Wednesday afternoons usually offer the most flexibility. I routinely check/reply to email twice daily, M-F, around 8:00am and 4:30pm.

COURSE DESCRIPTION

GRA 2208C. Typography I. 4 hrs. Explores the expressive potential of letter form as visual art. Emphasizes shaping and spacing forms into meaningful communications. Prereq: ART 1803C or provisional Graphic Design certificate students.

COURSE CONTENT + OBJECTIVES:

After completing this course, students will (1) be familiar with the history and terminology of typography, (2) understand and be able to use the specialized vocabulary of typography, and (3) be able to apply the principles of typographic design to visual communication in the context of typographic image, letter, text, and grid using both print and screen-based delivery systems.

REQUIRED MATERIALS:

Required readings – posted to the course Canvas site (download and print as needed)
Suggested text – *Thinking with Type* by Ellen Lupton, ISBN 1568989695 (either edition)
Type ruler of your choice – the Wescott C-Thru Typesetter's Ruler is less than \$4
Pencils, ink pens, fine and medium black Sharpies, other sketching tools as desired
Sketchbook, tracing paper, #11 X-acto knife and blades, metal ruler
Presentation materials (paper, mat board, foam core, rubber cement, Super 77, etc)
MacBook Pro and Adobe CC subscription
Access to Adobe Font Folio Education Essentials may be required

EVALUATION:

20% Quizzes – four vocabulary and typeface identification quizzes, equally weighted
20% Studio practice – workshops, in-class process activities, documentation of process
60% Portfolio projects – three equally-weighted project grades
PLUS Up to 10 points (optional participation) for the Daily Drop Cap challenge

GRADING SCALE:

A grade of C or above is required for credit toward major requirements. The Certificate in Graphic Design requires at least a B. The grading scale for this course is consistent with the current UF policy which can be viewed at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Letter / GPA / Percent

A / 4.00 / 100-93.4%
A- / 3.67 / 93.3-90.0%
B+ / 3.33 / 89.9-86.7%
B / 3.00 / 86.6-83.4%
B- / 2.67 / 83.3-80.0%
C+ / 2.33 / 79.9-76.7%
C / 2.00 / 76.6-73.4%
C- / 1.67 / 73.3-70.0%
D+ / 1.33 / 69.9-66.7%
D / 1.00 / 66.6-63.4%
D- / 0.67 / 63.3-60.0%
F / 0.00 / 59% or below

QUIZZES:

Four scheduled quizzes (see course calendar) will cover material from classroom lectures and assigned readings. This includes typographic terminology, systems of measurement, letter-form anatomy, type families and styles, classification systems, and typeface identification. All four quizzes are equally weighted and the cumulative average of all quiz scores is worth 20% of the final grade in the class.

DAILY DROP CAP CHALLENGE:

To build design skills, practice matters. This semester you have the option of participating in the Daily Drop Cap Challenge to build your skills with typography, vector graphics, and craft skills. It's worth up to 10 points added to your final grade. Details are in the Daily Drop Cap project brief, which is posted to Canvas. Reminder: all of your work must be 100% yours; do not look at the internet for "inspiration." The academic honesty policy definitely applies. This project will look great in your portfolio; external portfolio reviewers love to hear students talk about work that isn't required because it's evidence of your commitment and personal drive; and the skills you develop will be valuable throughout your career.

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STUDIO PROJECTS PREVIEW:

1: LOCAL LETTERMARK

Goal: Gather a personal library of inspiring letterforms, then use these as a springboard to design a lettermark for an imaginary local start-up or small business. Add typography (to spell out the business name) and color. **Deliverables:** 11x17 display posters featuring letterform library and lettermark, specifications TBD.

2: TYPOGRAPHIC PACKAGING RE-MIX

Goal: Using only a single type family and no image information, re-brand and re-design the packaging for an item purchased for \$2 or less. The re-design should have a conceptual goal, which might center around critique, visually addressing a niche market, or shifting the target audience for the item. **Deliverables:** 3D packaging mock-up, five digital photographs.

3: DESIGN HEROES ZINES

Goal: Design an 11x17, b/w bi-fold print publication introducing a “design hero” to an audience of graphic designers. Assets: two typefaces; one image; written content as described in project brief. **Deliverables:** Printed 11x17 bi-fold and screen-oriented PDF.

4: DAILY DROP CAP CHALLENGE (OPTIONAL, +10 POINTS EXTRA CREDIT)

Goal: Become familiar with letterform construction. Experience letterform anatomy through studio making. Process many ideas quickly by sketching. Work efficiently to produce a solution. Solve design problems every day. Produce a series of work for your portfolio. **Deliverables:** One drop cap, posted to Instagram, every day that UF classes meet, M 1/13–F 4/17

COURSE CALENDAR, SUBJECT TO REVISION:

Tu 01/07	Intro to class and Project 1
Th 01/09	Read: <i>Thinking with Type</i> chapter 1, “Letter” In class: process work toward Project 1
Tu 01/14	Library visit to Special Collections to view ABC books In class: process work toward Project 1 Watch: <i>Abstract – Jonathan Hoefler, Typeface Design</i>
Th 01/16	Mid-project critique In class: process work toward Project 1
Tu 01/21	In class: process work toward Project 1 Review: <i>Thinking with Type</i> website tracking and kerning, capitalization, classifications
Th 01/23	QUIZ 1 – letterform anatomy In class: process work toward Project 1
Tu 01/28	In class: process work toward Project 1
Th 01/30	Pre-delivery critique of final proofs
Tu 02/04	Project 1 due
Th 02/06	Begin Project 2 Read: <i>Thinking with Type</i> website Text section Watch: “The Politics of Arabic Type Design” by Nadine Chahine and Massimo Vignelli’s interview from Helvetica, https://www.youtube.com/watch?v=9g3Ogtgleyg
Tu 02/11	In class: process work toward Project 2
Th 02/13	QUIZ 2 – typeface classifications In class: process work toward Project 2
Tu 02/18	Mid-project critique
Th 02/20	In class: process work toward Project 2

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Tu 02/25	In class: process work toward Project 2 Read: "Black Designers: Still Missing in Action?" by Cheryl D. Holmes-Miller or "Searching for a Black Aesthetic in American Graphic Design" by Sylvia Harris (as assigned) Discuss choice of design hero (due after break)
Th 02/27	In class: process work toward Project 2 QUIZ 3 – typographic measurements
Tu 03/03	Spring break
Th 03/05	Spring break
Tu 03/10	Pre-delivery critique of final roughs – mock-ups of packaging Choice of design hero due
Th 03/12	Project 2 due
Tu 03/17	Begin Project 3 Design hero text and image due Read: Thinking with Type website, Grid section In class: process work toward Project 3
Th 03/19	In class: process work toward Project 3 Review: http://www.thegridsystem.org
Tu 03/24	In class: process work toward Project 3
Th 03/26	QUIZ 4 – the grid & cumulative vocabulary review In class: process work toward Project 3
Tu 03/31	Mid-project critique
Th 04/02	In class: process work toward Project 3
Tu 04/07	In class: process work toward Project 3
Th 04/09	In class: process work toward Project 3
Tu 04/14	In class: process work toward Project 3
Th 04/16	Pre-delivery critique of final proofs
Tu 04/21	Project 3 due
Final Exam	Portfolio due

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COURSE POLICIES – THE FINE PRINT:

ATTENDANCE: All absences after the first two cost –5 points each from the final grade in the course, unless you provide official documentation of a university-sanctioned reason for each subsequent absence and turn in missed process work upon return to class. Military service, varsity sports travel, and illness are the most common and would be documented by a written note from a commanding officer, coach, or doctor. More than six absences of any kind results in automatic failure of the course unless we make arrangements in advance to accommodate necessary and documented situations. Two late arrivals or early departures equal one absence. You can track your attendance online in Canvas.

DEADLINES: Just like in the professional world, deadlines are firm and meeting them is critical. To earn full credit, assignments must be turned in when class begins on their due date. Late work loses 10 points from the project grade for each 24 hour day it's late, including work that's turned in after class begins on the due date. Emergency situations should be documented in writing with an official excuse like a doctor's note when you return to school; alternative arrangements can be made in advance for non-emergency, university-approved situations (illness, university travel), just email me *before* the deadline to check in.

ELECTRONIC DEVICES: Electronic devices should be on silent mode before class begins. All electronics, including computers, should be off and put away during both process and final critiques. Please mute social media during all class periods. If your electronic devices disrupt a class, you'll be marked absent for that period.

ACCOMMODATIONS: Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It's important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

ACADEMIC INTEGRITY: If you use words, images, or ideas that are not your own, cite them. Claiming the work of others as your own is a serious breach of professional ethics and will result in a failing grade in this class. The UF Honor Code specifies a number of other behaviors that violate this code and the possible sanctions. View the Honor Code online: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>.

ONLINE EVALUATIONS: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last 2-3 weeks of the semester, but students will be given specific times when they're open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

FONTS: For all projects requiring the use of digital typefaces, you must use professional type. This includes the typefaces in Adobe Font Folio Education Essentials (available if you're subscribing to Adobe CC through UF) and other professional typefaces, including typefaces available through Google Fonts and Adobe Fonts. Display type of your own creation is welcome when appropriate.

PROCESS: An engaged process of development is vital to design practice. Demonstrate commitment to process by: showing work during process critiques, participating in discussions, seeking feedback about your work, communicating in a direct and professional way if you have concerns or questions, and being punctual and prepared for all class meetings.

CRAFT: Professional presentation skills are an important aspect of graphic design and poor presentation negatively impacts your project grades. You can demonstrate commitment to professional craft by: meeting industry standards for image resolution – 300dpi minimum for print, 72dpi for screen; meeting project requirements for size, materials, and file delivery; and taking care with cutting, folding, and gluing – no messy or loose edges, bent corners, pixelated or smudged prints, or sticky surfaces.