

Typography 1 Letterform

COURSE INFORMATION

GRA 2208C (3 credits)
Class # 13989 & 13991
Sections 217G & 2173
M 3:00 PM–6:00 PM
W 3:00 PM–6:00 PM

INSTRUCTOR

Maria Blokhina
blokhinamaria@ufl.edu

OFFICE HOURS

W 2:00 PM–3:00 PM
(Personal Zoom Meeting Room)
& by appointment

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 typography, the specialized vocabulary of typography, and the principles of typographic design to visual communication in the context of the typographic image, letter, text, and grid using both print and screen-based delivery systems will be explored in this class. Design challenges will be approached through exploration, experimentation, selection, critique and refinement.

Course Structure

This course will include a combination of textbook readings, research from additional sources, analysis and critique of 'found' design, in-class workshops, and studio design production. Studio assignments will involve hand work and digital typographic design and illustration using Adobe Illustrator & InDesign. You are expected to attend all classes and participate in critique of your own and others' work. Work that isn't presented at critique will be considered late. Critiques will provide an opportunity to speak in detail about concepts and ideas, to identify mistakes and discuss possible alternative solutions, and to recognize what is working well in a project.

Course Objectives

This course is designed to familiarize students with formal attributes including vocabulary and conventions of type in conjunction with studio work that encourages critical thought and formal experimentation.

At the end of this course, students should be able to:

- › Articulate the history of typography and written language through time;
- › Gain technical skills for digital and traditional type compositions;
- › Gain understanding of the basic principles of typography, including the selection and arrangement of type for effective legibility;
- › Develop effective compositions of text, and visuals to enhance concept;
- › Develop a sensitivity to the aesthetics of type arrangement;
- › Understand commonly used typographic terms (ie: leading, point size, kerning);
- › Identify letterform anatomy (ie: serif, ascender, bowl, ligature);
- › Use a variety of tools and methods to produce work (ie: computer, scanner, photography).

Course Topics

The projects, discussions, and activities during this class will provide opportunities to engage with the following topics:

- › History of typography;
- › Typography vocabulary, terms, rules & conventions;
- › Typography as image;
- › Hierarchy & grid;
- › Anatomy of letterforms;
- › Expressive typography;
- › Typography in the environment;
- › Current trends & uses.

Text & References

- › Thinking With Type by Ellen Lupton (2nd Edition) — **REQUIRED**
- › The Fundamentals of Typography by Gavin Ambrose & Paul Harris (2nd Edition) — **RECOMMENDED**

aiga.org (American Institute of Graphic Artists)

typographyserved.com (Good typographic examples)

typographica.org (Type reviews, books, commentary)

tdc.org (The Type Directors Club)

typegeist.org (Articles on typography)

Daily Drop Cap Challenge

Daily Drop Cap Challenge by designer and illustrator Jessica Hische will help you build your skills with typography, vector graphics, and craft skills. For more information, visit dailydropcap.com. The participation in this challenge for this class will show your commitment and personal drive for graphic design and typography. The challenge is to take an alphabet (any language you prefer) and design each letter as a drop cap (minimum 26 letters). If an alphabet of your choice has less than 26 letters, you can choose to design a letter twice or use numbers. It's worth up to 10 points added to your final grade.

DELIVERABLES:

- › Two drop caps per week, posted on Instagram (separate posts). Write an explanation of the concept behind each letter design in the description, and deliver by each Monday class (9/7–11/30, 3 pm);
- › A final poster 11" x 17" with all drop caps (digital), delivered by the end of classes before the final grades submitted.

Attendance

In this course your attendance is vital. You are permitted 3 unexcused absences during the semester without consequence to your final grade. **FOR EACH UNEXCUSED ABSENCE OVER 3, YOUR OVERALL LETTER GRADE WILL BE DECREASED BY ONE** (i.e. from A to A- with 4 absences, to B+ with 5). More than 5 absences will result in automatic failure of the class. 3 tardies (more than 15 min. late) or early departures equal one absence. Students over 20 minutes late to class will be counted absent.

Attendance will be taken promptly at the beginning of each online sessions. If you have extenuating circumstances, inform me via e-mail as soon as possible. A doctor's note will be required in order to excuse an absence due to illness.

Because critiques will be conducted as if you are presenting work to a client, the professionalism grade of any student who is late will reflect that.

University guidelines for excused absences:

catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

ABSENCES FOR RELIGIOUS HOLIDAYS

Students will be excused from class or other scheduled academic activity to observe a religious holiday of their faith with prior notification to the instructor. Students shall be permitted a reasonable amount of time to make up for the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

12-Day Rule

Students who participate in athletic or extracurricular activities are permitted to be absent 12 regular class days per semester without penalty. It is the student's responsibility to maintain satisfactory academic performance and attendance.

Communication

It is the student's responsibility to frequently check the Canvas course page and their UFL e-mail. Those are the instructor's primary methods of reaching students outside of class.

Sketchbook / Pinterest board

These are ways to record your progress both in and out of class. You are encouraged to collect anything you find interesting in your sketchbook or Pinterest board. The more entries, the better. These entries can include sketches, photographs, interesting places, designers, thoughts, ideas, process, typography examples, etc. Such collections will help you to build ideas, and revisit past ideas. It's advised to have a separate sketchbook and a Pinterest board for this class. It will serve as part of your process and research on presentations for each project and other activities.

Required Supplies

- › Personal computer with access to the Internet;
 - › Blank sketchbook (≥ 5" x 7");
 - › Adobe Creative Cloud.
- NOTE:** Additional supplies may be needed as semester progresses

Class Notes

- › Cell phones should be silenced during class time;
- › Critique ideas, not people;
- › Always contribute with constructive criticism during discussions and critiques;
- › Be honest. Dishonesty in any form (lying, cheating, plagiarizing, etc.) will not be tolerated;
- › Exit quietly if you need to use the restroom—you do not need to ask.

The use of cell phones or other personal and group distraction sources (including social networking and entertainment sites, such as Facebook, YouTube, etc.) is completely prohibited during class time. Do not text in class.

Guidelines For Craft

BE ABLE TO ANSWER YES TO THE FOLLOWING:

- › Are the colors correct?
- › Are the measurements correct? Do your mock-ups fit the artwork?
- › Have you included bleeds and crop marks?
- › Do you have typos?
- › Are the pictures pixelated or stretched?
- › Would I feel comfortable presenting this work to a professional in the field?

Deadlines

All deadlines will be announced in class. All projects and exercises are due on the day and time given and will be considered late when critique has begun or after work has been called for. Late work is not accepted. Be sure to present your work on each critique session and show your progress. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

If the reason for lateness falls under the excused absence list, illness or death in the family, there will be no penalty as long as work is completed by the new agreed upon date. However, students must always contact the instructor prior to the due date with an explanation for the absence.

Grading Scale

Grades will be assigned in accordance with University definitions; plus or minus indicate performance relative to the letter grade definition.

A 100-95	A- 94-90	B+ 89-87	B 86-83	B- 82-80	C+ 79-77
C 76-73	C- 72-70	D+ 69-67	D 66-63	D- 62-60	E 59 and lower

PLEASE NOTE: A grade of C- or below will not count toward major requirements.

For more information on UF grading policies log on to:
catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Grading & Evaluation

Students will receive a detailed project sheet for each project outlining important dates, learning outcomes and evaluation criteria. Projects are due at the beginning of each class period on the assigned due date. **FAILURE TO MEET DEADLINES WILL AFFECT YOUR GRADE IN THIS CLASS.**

THE FINAL GRADE WILL RESULT FROM:

- › **80% — SUM OF 4 PROJECTS**
(Project 1: 20% / Project 2: 20% / Project 3: 20% / Project 4: 20%)
- › **20% — EXERCISES + PROFESSIONALISM**
(Demos, quizzes, group presentations, attendance, participation, attitude)

Professionalism means that you complete and present assignments, sketches, books and notes; provide constructive feedback during critiques and during group discussions; are prepared to discuss assigned readings; always act professionally, are punctual and **MEET PROJECT DEADLINES**. Professionalism will also be evaluated individually for each project.

- › Timeliness: meet all final and intermediate deadlines. Be on time;
- › Quality / Quantity: exceed the minimum, seek critique;
- › Innovation: seek difference, not similarity;
- › Community: collaborate, listen and share.

Zoom Meeting Guidelines

- › Use your full name during for the Zoom meetings, and preferably keep your camera on during the class session. This will help your instructor to make sure you've attended the class and will contribute to a collaborative environment of the class. Use an icon if you have safety/privacy concerns;
- › Dress appropriately for the class and have a neutral background;
- › Keep your microphone on mute if you have background noises, unless you're speaking or in a 1-on-1 meeting.

Recorded sessions

Our class sessions may be audio or video recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to communicate that to your instructor and keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Disruptive Behavior

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: www.dso.ufl.edu

Honesty Policy

As a result of completing the registration form at the University of Florida, every student has signed the following statement:

"I understand that the University of Florida expects its students to be honest in all of their academic endeavors and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University."

The university's policies regarding academic honesty, the honor code, and student conduct related to the honor code will be strictly enforced. Full information regarding the above mentioned policies is available at the following links:

Student Conduct & Honor Code:
dso.ufl.edu/sccr/process/student-conduct-honor-code

Students with Disabilities

Students requesting classroom accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then deliver this documentation to the instructor when requesting any accommodation. | Disability office: dso.ufl.edu/drc

Counseling Services

Resources are available on campus for students who experience personal problems or lack clear career and academic goals, which interfere with their academic performance. Find out more here:

UNIVERSITY COUNSELING CENTER

ADDRESS: 301 Peabody Hall **PHONE:** (352) 392 1575

WEB: counseling.ufl.edu

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 online: 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.
- › 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.

SA+AH HEALTH AND 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.

Tentative Course Schedule

August	WEEK 1	8/31	Course introduction / P1 Introduction
September		9/2	L1 Anatomy & terminology / L2 Logotypes & branding / E1 InDesign
	WEEK 2	9/7	HOLIDAY: Labor Day
		9/9	E2 Type connections
	WEEK 3	9/14	Continue E1 InDesign
		9/16	L3 Type families & punctuation / E3 Punctuation
	WEEK 4	9/21	L4 History of typography
		9/23	E4 Type anatomy & styles recap
	WEEK 5	9/28	P1 Due: Final critique / P2 Introduction
		9/30	L5 Size and space / E5 InDesign
October	WEEK 6	10/5	Work day
		10/7	Work day
	WEEK 7	10/12	Work day
		10/14	Work day
	WEEK 8	10/19	Work day
		10/21	P2 Due: Final critique / P3 Introduction
	WEEK 9	10/26	L7 Grid, paragraph & hierarchy / E6 Page format & grid construction
		10/28	E7 InDesign
November	WEEK 10	11/2	Work day
		11/4	Work day
	WEEK 11	11/9	Work day
		11/11	HOLIDAY: Veterans Day
	WEEK 12	11/16	P3 Due: Final critique / P4 Introduction
		11/18	E8 Grid
	WEEK 13	11/23	Work day
		11/25	HOLIDAY: Thanksgiving
	WEEK 14	11/30	Work day
December		12/2	Work day
	WEEK 15	12/7	Work day
		12/9	P4 Due: Final critique