Course Information

GRA 2208c (3 credits)

Class # 13993

Location
100% online

Periods
2-4

Meets
T/R 8:30 am–11:30 am

Instructor

Gilberto Corona
gilberto.corona@ufl.edu
(352) 222 68 29

Appointments & Emails

I'll be holding virtual office hours every Monday and Wednesday from 10am-11am. To schedule meeting during this time or diffent hours reach out to me.
I routinely check my mailboxes and notifications. I will try to respond as soon as possible, if you would like to schedule a meeting feel free to ask I'll be happy to provide any related information.

Fall 2020 Syllabus Typography I Letterform

Welcome to Typography I

In this class, our shared goal is to fall in love with letters what they look like, —what they mean, how they work, who makes them, who uses them, and how they change over time and across place—. We'll look at letters, talk about letters, make letters, use letters, and learn about letters. Once your friends hesitate to go out to dinner with you because all you want to do is critique the menu's typesetting, our work here is *(almost)* done.

The fine print

As you keep scrolling, this syllabus page also contains all the official, university-required information about our course. None of us can opt out of any of this! Registering for GRA 2208c is a commitment to participating in our studio community, which shares these guidelines and expectations. So be familiar with the information on this page and be in touch with any questions.

Course Description

GRA 2208c Typography I [3 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.

Content + Objectives

After completing this course, students will:
› Demonstrate familiarity with the history and terminology of typography through quizzes, writing, and/or presentations,
› Understand and be able to use the specialized vocabulary of typography,
› Understand and be able to manipulate the power of type to shape meaning, and
› Understand and be able to apply the basic principles of typographic design to visual communication in a variety of print and screen based contexts.

Required Materials

› Required readings —as posted to the course Canvas site—
› **Strongly suggested** text— *Thinking with Type* by Ellen Lupton, ISBN 1568989695
› Type ruler of your choice —the Wescott C-Thru Typesetter's Ruler is a bargain—
› Pencils, ink pens, fine and medium black Sharpies, plus other desired sketching tools
› Sketchbook, tracing paper, #11 X-acto knife and (many) blades, metal ruler

› Presentation materials (paper, black mat board, adhesive, etc) as needed
› Access to a Mac, Microsoft Teams and Adobe CC; this can be campus lab access following Covid protocols
› Link to UF student discount *(http://helpdesk.ufl.edu/software-services/adobe/)* rate for Adobe CC subscription

Graphic Design Technology Requirements

In order for you to fully participate and meet course learning objectives, students taking graphic design courses are required to have appropriate hardware, software and access to the Internet. Software and Hardware is listed under Required Materials. See this website for more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students. Because computer access is an institutional requirement, computer costs are designated as allowable costs for students who qualify for Financial Aid. Accordingly, Student Financial Affairs has added costs for access to a computer into budgets. For more information, contact your financial adviser in the Office of Student Financial Affairs directly.

Evaluation

10% From four vocabulary and typeface identification quizzes, equally weighted

20% From professionalism and engagement through workshops, in-class activities, and process documents

10% From the final portfolio, showing project revisions and improvements since the project due date(s)

60% From three equally-weighted studio project grades

+10 points (optional) for participation in the *Daily Drop Cap challenge*

Grading Scale

The grading scale for this course is consistent with the current *UF policy*. for assigning grade points, written below as **Letter grade / GPA points / Percent**. Please note, the Graphic Design BFA major requires a C or higher and the Graphic Design Certificate requires a grade of B or higher in this course.

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

Attendance

All absences after the first two cost -5 points each from the final grade in the course. Two late arrivals or early departures equal one absence. This policy applies unless you provide official documentation of a university-sanctioned reason for all absences beyond 2 and turn in the process work associated with the class(es) you missed. Military service, varsity sports travel, and illness are common excused absences, documented by a written note from a commanding officer, coach, or doctor.

More than 6 absences of any kind— missing more than 3 weeks of class —equals automatic course failure unless we make documented accommodations in advance. It's your responsibility to keep track of your attendance record in Canvas. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with *university policies.*

Accommodations

Students requesting accommodations for disabilities should contact me right away to discuss specific needs so we can make sure this class works well for you. You'll need to register with the Disability Resource Center (352-392-8565, *www.dso.ufl.edu/drc/*) by providing appropriate documentation. Once registered, you'll receive an accommodation letter to present when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. I want to be pro-active in helping you make this course a great learning experience for yourself.

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 are in violation of this code and the possible sanctions. View the *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 are open. Summary results of these assessments are available to students at *https://evaluations.ufl.edu/results/*.

COVID related guidelines

If you are experiencing COVID-19 symptoms (Click here for guidance from the CDC on symptoms of coronavirus), please use the UF Health screening system and follow the instructions on whether you are able to attend class. Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.

Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Find more information in the university attendance policies.

Our class sessions may be audio visually 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 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. For resolving technical related issues (e.g. visit the helpdesk website or call 352-392-4357)
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Health and wellness campus resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road,

Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website

Projects

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: x display posters featuring letterform library and lettermark, specifications TBD.

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.

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.

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.

Course calendar, subject to revision

Tu 09/01	Intro to class and Project 1
Th 09/03	Read: Thinking with Type chapter 1, "Letter" Virtual tour of vernacular rosources In class: process work toward Project 1
Tu 09/8	In class: process work toward Project 1 Watch: Abstract – Jonathan Hoefler, Typeface Design
Th 09/10	Mid-project critique In class: process work toward Project 1
Tu 09/15	In class: process work toward Project 1 Review: Thinking with Type website tracking and kerning, capitalization, classifications
Th 09/17	QUIZ 1 – letterform anatomy In class: process work toward Project 1
Tu 09/22	In class: process work toward Project 1
Th 09/24	Pre-delivery critique of final proofs
Tu 09/29	Project 1 due
Th 10/01	Begin Project 2 Read: Thinking with Type website Text section Watch: "The Politics of Arabic Type Design" by Nadine Chahine and Massimo Vignelli's interview from Helvetica
Tu 10/06	In class: process work toward Project 2
Th 10/08	QUIZ 2 – typeface classifications In class: process work toward Project 2
Tu 10/13	Mid-project critique
Th 10/15	In class: process work toward Project 2
Tu 10/20	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

Th 10/22	In class: process work toward Project 2
	QUIZ 3 – typographic measurements
Tu 10/27	Pre-delivery critique of final roughs – mock-ups of packaging
	Choice of design hero due
Th 10/29	Project 2 due
Tu 11/03	Begin Project 3
	Design hero text and image due
	Read: Thinking with Type website, Grid section
	In class: process work toward Project 3
Th 11/05	In class: process work toward Project 3
	Review: http://www.thegridsystem.org
Tu 11/10	In class: process work toward Project 3
Th 11/12	QUIZ 4 – the grid & cumulative vocabulary review
	In class: process work toward Project 3
Tu 11/17	Mid-project critique
Th 11/19	In class: process work toward Project 3
Tu 11/24	In class: process work toward Project 3
Th 11/26	Holiday
Tu 12/01	In class: process work toward Project 3
Th 12/03	Pre-delivery critique of final proofs
Tu 12/08	Project 3 due
	Final Exam Portfolio due

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