Typography 01

Fall 2020
T Th 11:45A–2:30P
Online

Syllabus
GRA2208C | 3 credits
Typography 01
[Development]

Instructor
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Office hours
by appointment

Welcome to
Typography 01

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 (1) demonstrate familiarity with the history and terminology of typography through quizzes, writing, and/or presentations, (2) understand and be able to use the specialized vocabulary of typography, (3) understand and be able to manipulate the power of type to shape meaning, and (4) 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

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.

Typography **01**

- 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
  Laptop that meets the requirements on the SA+AH tech requirements page
- Adobe CC subscription; link to UF student discount rate
- Accounts on Microsoft Teams and GSuite

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 or 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 (Links to an external site.).

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/ (Links to an external site.)) 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

Student evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at 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 evaluations.ufl.edu/results.

UF Online Learning Recording Policy:

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.

Questions?

If you have questions or concerns, or just want to sit down and look at your work together, be in touch. Talk with me before or after class, drop by office hours, or email for an appointment. You can help me make sure this class works well for you as a learning experience by communicating openly and in a professional, timely way.