GRA 2208C

TYPOGRAPHY I (online)

Spring 2021 | M/W 8:30-11:30 AM via Zoom

Instructor: **Alejandra Silva**

Class Number: 13791 & 13793

Graduate Assistant | SA+AH | asilvauliarte@ufl.edu

Office hours via Zoom: R, 3:30-4:30 PM or by appointment

CLASS 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.

COURSE 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. 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.

- 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

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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.

Letter	GPA	Percent
A	4.00	100-95%
A-	3.67	94-90%
B+	3.33	89-87%
B	3.00	86-83%
B-	2.67	82-80%
C+	2.33	79-77%
C	2.00	76-73%
C-	1.67	72-70%
D+	1.33	69-67%
D	1.00	66-63%
D-	0.67	62-60%
F	0.00	59% or below

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QUIZZES

Four quizzes are scheduled (see course calendar) and will cover material from classroom lectures and assigned readings. This includes typographic terminology, systems of measurement, letterform 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 10% of the final grade in the class.

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](#).

STUDIO PROJECTS PREVIEW

60 percent of this course is based on 3 major studio projects. There is a fourth optional project worth up to 10 points added to your final grade. Details are posted to Canvas. Reminder: all of your work must be 100% yours; do not look at the Internet for "inspiration". The academic honesty policy fully applies.

PROJECT 1: LOCAL LETTERMARK

Goal: Arrange, edit, and manipulate letterforms so that the words they spell communicate a pictorial idea that suggests that meaning of the word.

Deliverables: Proofs of 12 solutions, chosen from your personal library of at least 36 word-pictures; 4 finalized solutions; one animated .gif that translates one selected word-picture (of the 4) into a motion-based solution. Digital copy will also be due to Blackboard.

PROJECT 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.

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PROJECT 3: DESIGN HEROES SCREENS

Goal: Design 4-5 iPad Pro screens for display online introducing a "design hero" to an audience of graphic designers. Assets: two typefaces; one image; written content as described in project brief.

Deliverables: A PDF of the static content, a .gif of the "splash screen" animation at 800px wide, and an interactive PDF with an .mp4 version of the animation embedded in the first page, set to auto-play.

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, Monday through Friday between 1/19 and 4/21 (except for days when UF classes do not meet due to holidays or recharge days).

COURSE POLICIES

BEST PRACTICES

Active engagement is expected every time the class meets. This means participating with video in every meeting and with your voice when required:

- In-class discussions will require you to add your own ideas and points of view to the conversation based on previous completion of assignments.
- Follow-ups and report sessions will require you to show the on-going process of your research and creative activities.
- Feedback sessions will require you to comment on the work of your peers and to listen to the constructive comments and suggestions other students offer you. Document these sessions and reflect on how this feedback can improve your work.
- Community: Collaborate, listen and share. Be open and constructive. Critique ideas, not people.
- To enjoy an engaged meeting environment, cell phones should be turned to vibrate or low ring mode during class sessions.
- Make sure you mute your microphone unless you are participating actively in a discussion.
- Design requires intensive and smart work. If you do not make enough sketches, design iterations, prototypes, or just do the minimum, your work will reflect that, and this will be reflected in your grade.
- Quantity/Quality: Exceed the minimum, Seek critique.
- Innovation: Seek difference, not similarity.

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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 like illness, university/military travel, or unsafe roads for commuters – just email me before the deadline to let me know what's happening.

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.

TYPEFACES

For all projects requiring the use of digital typefaces, you must use professional type. This includes the typefaces in Adobe Font Folio Education Essentials (what you have 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 successful graphic design practice. You can demonstrate commitment to process by: showing work during process critiques, participating in classroom discussions, actively seeking feedback about your work, communicating in a direct and professional way if you have concerns or questions, being punctual and prepared for all class meetings, and actively using each project to build skills and meet goals that are important to your growth into the kind of designer you want to be. If you let me know what these are, we can work together to make sure your project work lets you meet them.

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.

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SAAH + UF POLICIES

HEALTH AND SAFETY

The goal of the SA+AH Health and Safety Program is to protect the health and welfare of all faculty, staff, and students and to cooperate with the University of Florida's Department of Environmental Health & Safety (EH&S). The SA+AH H&S policy and handbook is online here:

http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Students who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (352-392-8565, https://disability.ufl.edu/students/get-started/). Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

HARASSMENT

UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty (http://www.hr.ufl.edu/eeo/sexharassment.htm).

COUNSELING & 'YOU MATTER, WE CARE'

Counseling services include personal, academic, crisis and career advice (www.counseling.ufl.edu/cwc). If you or someone you know is in distress, please contact umatter@ufl.edu, call 352-392-1575, or visit umatter.ufl.edu.

DISRUPTIVE BEHAVIOR

All member(s) of the University 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 by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the University and state law governing such actions. Be advised that you can and will be dismissed from class if you engage in disruptive behavior. For more information, visit: http://regulations.ufl.edu/wp-content/uploads/2012/09/1008.pdf.

TWELVE-DAY RULE

Students who participate in official athletic or scholastic extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

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ABSENCES FOR RELIGIOUS HOLIDAYS

Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure: http://www.registrar.ufl.edu/catalog/policies/regulationattendance

HONESTY POLICY

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, you are expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. These can include: cheating, copying ideas, plagiarism, bribery, misrepresentation, conspiracy, or fabrication. You can find UF's Student Conduct Code, here: https://sccr.dso.ufl.edu/process/student-conduct-code

PRIVACY POLICY REGARDING ONLINE SESSIONS

There will be occasions when our class Zoom sessions may be audiovisually recorded for student in the class to refer back. Students who participate with their camera, engage 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. Although, at times, the chat will also be saved for future reference for the class. As in all courses, unauthorized recording and sharing of recorded materials is prohibited.

STUDENT HEALTH CARE CENTER + SHANDS EMERGENCY ROOM

If needed, you can reach the UF Health Care Center, 24/7. Call 352-392-1161, or visit https://shcc.ufl.edu

For immediate medical care, call Shands: 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608, or visit https://ufhealth.org/emergency-room-trauma-center.

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GATOR EVALS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Visit this link: https://gatorevals.aa.ufl.edu/students/ for guidance on how to give feedback in a professional and respectful manner. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here: https://gatorevals.aa.ufl.edu/public-results/

TENTATIVE SCHEDULE OF ACTIVITIES

Specific details on each week's activities will be announced in advance, as well as any changes in previously scheduled activities.

Note: sessions mentioned as in-class discussions will be based on design thinking methods.

WEEK 1 | **01/11 - 01/13** | Intro to class. Letterform anatomy: *Thinking with Type* chapter 1, "Letter". Letterform library Workshop. Intro to Project 1: Local lettermark.

WEEK 2 | **01/18** | NO class (holiday)

01/20 | Text - letterforms in space: tracking, kerning. Project 1 process: 30+ marker sketches (5 directions, 6 variations each). AI Pen Tool Workshop.

WEEK 3 | **01/25 - 01/27** | Project 1 process: 20+ digital sketches for lettermark (2 directions, 4 variations, + fine-tuning). Capitalization, typeface classifications. Kern type workshop.

WEEK 4 | **02/01 - 02/03** | Project 1 process: digital roughs (1 direction, fine-tuning) + 5 options for typesetting company name. QUIZ 1 – Letterform anatomy and spacing [ascender, descender, counter, stem, arm, axis, etc., tracking and kerning]

WEEK 5 | **02/08 - 02/10** | Project 1 process: digital final rough for lettermark, 20 variations for 1 typeface option. Exploring color – present 3 directions, 3 variations each (9 options total). Typographic variables.

WEEK 6 | **02/15 - 02/17** | Project 1 due – critique. Typographic variables. Typographic hierarchy workshop. Intro to Project 2: Typographic packaging re-mix. Fun with semiotics workshop.

WEEK 7 | **02/22 - 02/24** | Mood board workshop. Measuring type: picas and points. Project 2 process: discuss concepts + hierarchy; explore typographic voice. QUIZ 2 – Typeface classifications [Lupton's Vox system]

WEEK 8 | **03/01 - 03/03** | Typographic variables. Process: explore options re: combining hierarchy and voice, prioritizing concept. Process: refine hierarchy and voice, sketch options for applying to 3D. Process: apply ideas to 3D form (rapid prototype).

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WEEK 9 | 03/08 - 03/10 | Project 2 due – critique. Hero biographies workshop. QUIZ 3: typographic measurements [leading, kerning, points, picas, etc.]. Intro to Project 3. Process: choosing and pairing type, determining type size. Type specimens workshop.

WEEK 10 | 03/15 - 03/17 | Project 3/A process: exploring grids, concept sketching, narrative arc, sketching relative to the grid, return to narrative arc. GIF animation workshop.

WEEK 11 | 03/22 | Project 3/B process: digital sketches (cover). QUIZ 4 – the grid [column vs. modular, gutters, margins, etc.] & cumulative vocabulary review.

03/24 | NO class (UF recharge day)

WEEK 12 | 03/29 - 03/31 | Project 3/B process: digital sketches (cover). Project 3/C process: digital roughs (interior).

WEEK 13 | 04/05 - 04/07 | Project 3/C process: digital roughs (interior). Project 3/D process: digital roughs (back cover).

WEEK 14 | 04/12 - 04/14 | Project 3/D process: typographic detail. Full Project 3 due – critique.

WEEK 15 | 04/19 - 04/21 | Preparing Final portfolio.

WEEK 16 | 04/26 - 04/28 | Finals week - Portfolio due.