

**Syllabus**    GRA3209c Typography 2  
Prof. Brian Slawson

University of Florida  
School of Art & Art History  
Fall 2021

Section 13677, TU/TH Periods 5-7  
Section 27185, TU/TH Periods 8-10

### **Course Description and Objectives**

This is the second course in Typography. It is a studio-based course that centers on making creative work. Most often, we will meet in small groups during studio time for critical feedback. As well, we will have occasional lectures, demos, discussions, and presentations.

This course consists of a set of typography exercises followed by one longer collaborative creative project. The exercise topics include: Typographic Hierarchy, Typesetting Details, Type as Image, Type and Image, Typographic Style. The collaborative project is intended to be advanced, portfolio-quality work – we'll do a workshop to develop your own proposals.

### **Weekly Activities and Assignments**

Daily details about week-to-week activities are posted on the Canvas e-Learning site. Canvas is also used to submit all assignments and announcements.

### **Evaluation & Grading**

Clearly understanding how projects will be graded is very important. The process is very performance-based as opposed to subjective. Associated with each assignment is a checklist/rubric of required items. Full points are awarded if the specific work is sufficiently complete and uploaded on time. This functions similar to a pass/fail mode.

Below is the weighting of each of assignments...

Set of Exercises, averaged	60%
Project One, Group	40%

This course follows a standard UF campus grade point scale (example, B is 3.0, B+ is 3.33 points) and follows the overall UF Grading Policy: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

### **Textbooks, Materials, Technology Access**

There is no required textbook for this course. Reference materials for discussion are posted on the Canvas e-Learning site. We may also use technologies like Zoom or Jamboard. You may need basic art supplies like pen and paper to sketch and generate ideas. Access to a computer and the Adobe Creative Suite is necessary for this course.

### **Contacts**

Office Hours via Zoom: <https://ufl.zoom.us/my/brianslawson>

You can find me there on Wednesdays 3am-5pm

Contacts: You can email me at – slawson@ufl.edu – or *even better* post an email directly through Canvas e-Learning. The SAAH office telephone contact is – 352-392-0201

### **COVID-19 Notes**

UF expects that students will wear masks indoors. We want a healthy and successful semester on campus. If you have concerns you to talk ot me, the program coordinator, the SAAH advisor, or our SAAH Acting Director.

If you are experiencing COVID-19 symptoms, please use the UF Health screening system and follow the instructions on whether you are able to attend class.

<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>

<https://coronavirus.uflhealth.org/screen-test-protect-2/frequently-asked-questions/covid-19-exposure-and-symptoms-who-do-i-call-if/>

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.

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

### **End-of-Semester Course Evaluation**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals (in Canvas). Students will be notified when the evaluation period opens.

<https://gatorevals.aa.ufl.edu/students/>

<https://gatorevals.aa.ufl.edu/public-results/>

### **Technology Help**

If you need assistance with technology access you can ask the instructor for advice, talk with our teaching lab specialist, or contact the UF Help Desk.

<https://helpdesk.ufl.edu/> or call 352-392-4357

### **Students with Disabilities**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

<https://disability.ufl.edu/students/get-started/>

### **Online Course Privacy**

If we use Zoom video, the instructor has the capability to record meetings. There are NO PLANS for our class sessions to be audio-visually recorded. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

### **Health and Wellness**

*U Matter, We Care:* If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, to refer or report a concern and a team member will reach out to the student in distress. <https://umatter.ufl.edu/>

*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. <https://counseling.ufl.edu/>

*Student Health Care Center:* Call 352-392-1161 for 24/7 information to help you find the care you need. <https://shcc.ufl.edu/>

*University Police Department:* Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies). <https://police.ufl.edu/>

*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; <https://ufhealth.org/emergency-room-trauma-center>

### **Academic Resources**

*E-learning technical support:* Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)

*Career Connections Center:* Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services. <https://career.ufl.edu/>

*Library Support:* Various ways to receive assistance with respect to using the libraries or finding resources. <https://cms.uflib.ufl.edu/ask>

*Teaching Center:* Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/>

*Writing Studio:* 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>

## **UF Student Code of Conduct**

<https://sccr.dso.ufl.edu/policies/student-honor-%20code-student-conduct-code/>

## **UF Honesty Policy**

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

<https://sccr.dso.ufl.edu/process/student-conduct-code/>