

Typography I

Course Information

GRA2208C (3 credits)
Class #12917, 9
TR 6:15 - 9:10 PM
FAC 310

Instructor

Hien Phan
hphan@ufl.edu

Office Hours

bit.ly/pldh_office2024
Zoom or FAC310

COURSE DESCRIPTION

Explores the expressive potential of letterforms 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

- » 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 TEXTBOOK

This course has no required textbook. Required readings will be posted to the course Canvas site when needed. However, the following are recommended for this course:

- » *Thinking with Type* by Ellen Lupton, ISBN 1568989695

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.

Other in-class materials include: 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. Needed materials for class will be announced in advance in-person and through Canvas.

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:

» **70% – SUM OF 4 PROJECTS**

Project 1: 15% Project 2: 25%
Project 3: 20% Project 4: 10%

» **20% – PROFESSIONALISM**

and engagement through workshops, in-class activities, and process documents

» **10% – SUM OF 4 QUIZZES**

based on reading resources.

» **5% – extra credits**

FEATURE YOUR DESIGN WORK through Behance and Instagram

▲ The project grade will result from: concept, form, craft, and presentation.

▲ Professionalism means that you bring requested supplies to class; complete and bring with you out-of-class 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. Arrive early

» **Quality / Quantity:** exceed the minimum, seek critique.

» **Innovation:** seek difference, not similarity.

» **Community:** collaborate, listen and share

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

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

Attendance is required for this class. You can miss two class days without penalty. Two late arrivals (after class begins) or early departures (before class is dismissed or ends) equal one absence. All unexcused absences after the first two cost -5 points each from the final grade in the course. 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.

To receive an “excused” absence, you must do one of the following: (a) notify the instructor before class begins that you will not be able to attend class; they can make arrangements as/if needed for you to participate remotely. (b) notify the instructor after class begins and provide official documentation of a university-sanctioned reason to receive an excused absence.

Military service, varsity sports travel, and illness are common excused absences when documented by a written note from a commanding officer, coach, or doctor. Regardless of the type of absence, you are still required to complete assignments, so it is vital that you contact the instructor as soon as possible to discuss your options. It is your responsibility to keep track of your attendance record in Canvas. Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies. Along with more information on how UF assigns grade points, you’ll find these by visiting this link

STUDIO NOTES

- » *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.
- » *BE PRESENT.* 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. Anyone found texting during a critique will be asked to leave.

DUE DATES

All due dates 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.

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 at sccr.dso.ufl.edu/process/student-conduct-code/

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.

SAAH + UF Policies

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

301 Peabody Hall | (352) 392 1575
counseling.ufl.edu

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.

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.

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

GATOREVALS - ONLINE 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. Guidance on how to give feedback in a professional and respectful manner is available at gatorevals.aa.ufl.edu/students/. 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 at gatorevals.aa.ufl.edu/public-results/.

IN-CLASS RECORDING

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

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 (see next page).

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 Studio Projects

We will use four main platforms for this class:

1. **Art and crafts:** for manual explorations
1. **Adobe Illustrator, Photoshop, and InDesign:** for digital design
2. **Miro or Google Slides:** for impromptu and final deliverables
3. **Canvas:** for assignment submissions, announcements, and other communications

Details are posted to Canvas. Reminder: all of your work must be 100% yours. The academic honesty policy fully applies.

PROJECT ONE: REPRESENTATION

Goal: Students will explore typography's role in identity representation. They will create a series of lettermarks that embody a cohesive theme or concept. This series could function as brand identities for an organization closely aligned with the students' interests.

Final deliverables:

1. A series of lettermarks (RGB).
2. Mockups showcasing their potential applications (RGB).

PROJECT TWO: MOVEMENT AND ANIMATION

Goal: Students will research the use of typography in social movements. They will practice lettering and typesetting as tools for expressive and critical communication within social groups. By collecting and annotating media resources related to a chosen social movement, students will design materials that promote counter-narratives:

Final deliverables:

3. A poster (18x24 in, CMYK, print) to be displayed in a public space, raising awareness of the counter-narrative.
4. An animation of a relevant quote (1920x1080 px, RGB, web) to be displayed on digital platforms.

PROJECT THREE: PACKAGE THE GAP

Goal: Students will select a product package from their daily lives and redesign it with a critical understanding of its impacts on consumers and society. This process encourages students to reflect on their consumption habits, research product manufacturers, and critically examine the social contexts of products. By identifying the gaps between original marketing statements and the documented social impacts of the products, students engage typography to convey a more nuanced understanding of design, consumerism, and sustainability.

Final deliverables:

1. A new product package design (various size, CMYK, print)
2. A magazine spread (CMYK, print)

PROJECT FOUR: PORTFOLIO

Goal: The project aims to develop students' portfolio-building skills, showcasing their creativity and professional experience as graphic designers. Students will compile a selection of their best work, primarily focusing on Typography 1 projects, and present it in either a print or web-based format.

Final deliverables: A print- or web-based portfolio, including students' profile and design works.

Tentative Course Schedule

Specific details or changes on each week's activities will be announced in advance. End of semester intentionally less detailed to allow for fluctuation in class activities as needed.

P: Project
L: Lecture
W: Workshop
Q: Quiz

August	WEEK 01	08/22	Course introduction and collective goal setting
	WEEK 02	08/27	P1 Introduction W Expressive typography
		08/29	P1 Process LW Tools in Adobe Illustrator Q1 On LETTER, <i>Thinking with Type</i> by Ellen Lupton
September	WEEK 03	09/03	P1 Process W Documenting, note-taking, and reflecting
		09/05	P1 Process LW Tools in Adobe Illustrator, mockups, & AI integration
	WEEK 04	09/10	P1 Process
		09/12	P1 Process W Presentation tools and practice
	WEEK 05	09/17	P1 Project delivery W Sharing works on social media platforms
		09/19	P2 Introduction W Demonstrating and interpreting social movements
October	WEEK 06	09/24	P2 Process W Collecting and annotating resources
		09/26	P2 Process LW Typographic Variables and Hierarchy Q2 On TEXT, <i>Thinking with Type</i> by Ellen Lupton
	WEEK 07	10/01	P2 Process W Patching the counter-narratives
		10/03	P2 Intermediate review

	WEEK 08	10/08	P2 Process W Sketches and animation storyboards
		10/10	P2 Process LW Animation tools on Adobe Photoshop
	WEEK 09	10/15	P2 Process
		10/17	P2 Process
	WEEK 10	10/22	P2 Project delivery LW Initial draft of portfolio on Adobe InDesign
		10/24	P3 Introduction LW Type Specimens Q3 On GRID, <i>Thinking with Type</i> by Ellen Lupton
	WEEK 11	10/29	P3 Process W Questioning consumption and advertisement
		10/31	P3 Process W Mapping the gaps between designers, design, and consumers
November	WEEK 12	11/05	P3 Process
		11/07	P3 Test prints
	WEEK 13	11/12	P3 Project delivery Q4 Typesetting reflections
		11/14	P4 Introduction W Getting to know the graphic design industry and sophomore portfolio review
	WEEK 14	11/19	P4 Portfolio peer review
		11/21	P4 Portfolio peer review
	WEEK 15		Thanksgiving break - No class.
December	WEEK 16	12/03	P4 Final review
		12/05	Reading day - No class.