COURSE DESCRIPTION

This course explores the expressive potential of letterforms as visual art. Emphasizes shaping and spacing forms into meaningful communications.

COURSE STRUCTURE

This course will include a combination of three creative studio assignments involving both hand work and digital, an on-going letterform project, typography-based quizzes, and the collection of work into a process portfolio. We will use four main platforms for this class:

1. Adobe software and similar: for sketching, revising, and designing
2. Miro: for sharing process and giving quick feedback
3. WordPress: for showcasing final deliverables and reflections
4. Canvas: for checking assignments, announcements, and other communications

COURSE OBJECTIVES

» 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

COURSE TOPICS

The projects, discussions, and activities during this class will provide opportunities to engage with the following topics: Typographic communication, Brainstorming, Idea generation, Collaboration, Conceptualization, Critical thinking, Iteration, Research, Production technique, Digital craft, Visual analysis.

TEXT & REFERENCES

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

OFFICE HOURS & COMMUNICATION

Email Contact: m.umar@ufl.edu

Office Hours: After class

It is the student's responsibility to frequently check the Canvas course page and their UFL e-mail. Those are the instructor's primary methods of reaching students outside of class. If you are having problems with any aspect of this course, you can talk with the instructor privately or on Zoom. You can talk with the SAAH Advisor's Office or, if needed, with the Director of the SAAH.

STUDIO PROJECTS

60% of this course is based on 3 major studio projects (project one, two, and three). There is a fourth project worth 10% that takes place everyday of class, supporting your final portfolio making at the end of the semester. We will use four main platforms for this class:

1. **Adobe software and similar:** for sketching, revising, and designing
2. **Miro:** for sharing process and giving quick feedback
3. **WordPress:** for showcasing final deliverables and reflections
4. **Canvas:** for checking assignments, 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: LOCAL LETTERMARKS

Goal: Students are encouraged to gather inspiration from local letterforms, translate that inspiration into a lettermark for a fictional small business, and effectively apply typography, color, and simple animation to the design. **Final deliverables:** A lettermark, an animation, and brand guidelines of an imaginary local business.

PROJECT TWO: DESIGN HEROES

Goal: All students will collectively design an exhibition demo version of "Design Heroes," introducing the creative individuals to an audience of graphic designers through digital and print materials.

Final deliverables:

1. An infographic poster (24x36 in, CMYK, printed) about the designer's impacts on the creative community.

2. A 3-5 page digital document introducing a "design hero" to an audience of graphic designers. The document will be optimized for viewing on a 10.5 iPad Pro. The first screen can include images and animation, while the remaining screens include only type and are static.

PROJECT THREE: PACKAGE REMIX

Goal: Students are encouraged to redesign in social contexts by redesigning a package of any product for $2 or less.

Final deliverables:

1. A redesigned package (print, CMYK)

2. A foldable product tag (print, under 5x7 in, CMYK), delivering the message centering social critiques. This print should be attached to the product package when an imaginary customer purchases it.

3. Social media story (a series of 3 stories or a GIF animation, 1080 x 1920px, web) to advertise this product as well as the social message.

PROJECT FOUR: DROP CAP CHALLENGES

Goal: Become familiar with how letterforms are constructed. Experience the anatomy of letterforms through a process of studio making. Develop the ability to process many ideas by sketching quickly. Work efficiently to produce the chosen solution. Solve design problems as a natural part of everyday life. Produce a series of work for your portfolio.

Final deliverables:

1. At least fifteen drop caps designed and described

2. Your personal lettermark revised from the drop cap collection

FINAL PORTFOLIO

Goal: Showcase and demonstrate your skills, creativity, and expertise as a graphic designer to potential clients, employers, or collaborators.

Final deliverables:

1. A portfolio presentation (1920x1080 px, web) includes a Table of Contents, Designer Introduction, Design Works, and Contacts

2. Portfolio test prints

TENTATIVE WEEKLY SCHEDULE

Please refer to the Canvas course to see the updated day-to-day detailed schedule.

P: Project

L: Lecture

W: Workshop

Q: Quiz

	MONDAY / WEDNESDAY Classes Fall 2025
WEEK 1	**08/25**: Intro: Course, P1, and P4 **08/27: P4** Drop Cap Challenge, **P1** Process **LW** Type Anatomy and Semiotics **P1** Process
WEEK 2	09/01: Labor Day Holiday **09/03: P4** Drop Cap Challenge, **P1** Process **LW** Tools in Illustrator and Mood board **Q1** Anatomy
WEEK 3	**09/08: P4** Drop Cap Challenge, **P1** Process **LW** Tracking and Kerning **09/10: P4** Drop Cap Challenge, **P1** Process **L** Typeface Classifications
WEEK 4	**09/15: P4** Drop Cap Challenge, **P1** Process **09/17: P4** Drop Cap Challenge, **P1** Process **LW** Tools in InDesign **Q2** Classification
WEEK 5	**09/22: P4** Drop Cap Challenge, **P1** Process **L** Typographic Variables **09/24: P1** Final Critique, **P2** Introduction **Q3** Measurement

WEEK 6	**09/29: P4** Drop Cap Challenge, **P2** Process **L** Typographic Variables **10/01: P4** Drop Cap Challenge, **P2** Process
WEEK 7	**10/06: P4** Drop Cap Challenge, **P2** Process **LW** Typography Hierarchy **10/08: P4** Drop Cap Challenge, **P2** Process **L** Typographic Variables
WEEK 8	**10/13: P4** Drop Cap Challenge, **P2** Process **10/15: P4** Drop Cap Challenge, **P2** Process
WEEK 9	**10/20: P4** Drop Cap Challenge, **P2** Process **10/22: P4** Drop Cap Challenge, **P2** Process **LW** GIF Animation
WEEK 10	**10/27: P4** Drop Cap Challenge, **P2** Process **10/29: P4** Drop Cap Challenge, **P2** Process
WEEK 11	**11/03: P2** Final Critique, **P3** Introduction **Q4** Review **11/05: P4** Drop Cap Challenge, **P3** Process **LW** Type Specimens
WEEK 12	**11/10: P4** Revision and Personal Lettermark **P3** Process **11/12: P3** Process
WEEK 13	**11/17: P3** Process **11/19: P3** Final Critique **Portfolio** Introduction & Process
WEEK 14	Thanksgiving Holiday Week

WEEK 15	**12/01: P4** Personal Lettermark or Logo **Portfolio** Process
	12/13: Portfolio Delivery: Celebrat- ing!
Exam Week	No classwork is scheduled for Reading Days or Exam Week

ATTENDANCE POLICY

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 unexcused 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:

› Notify the instructor before class begins that you will not be able to attend class; we can make arrangements, if needed, for you to participate remotely.

› You must 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.

Requirements for class attendance, excused absences, make-up exams, assignments, and other work in this course are consistent with university policies, found at: catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

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.

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.

DEADLINES

All deadlines 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.

COURSE SPECIFIC 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%
» 10% — SUM OF 4 QUIZZES about vocabulary and type identification
» 10% — PROFESSIONALISM and engagement through workshops, in-class activities, and process documents
» 10% — PORTFOLIO showing project revisions and improvements since the project due date(s)
» 10% — Extra credits FEATURE YOUR DESIGN WORK through Behance, Instagram, and Dribbble

  • The project grade will result from evaluation of: 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.

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: 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: catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

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.

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. You are expected to attend all classes and participate in critique of your own and others' work. Work that isn't presented at critique will be considered late. Critiques will provide an opportunity to speak in detail about concepts and ideas, to identify mistakes and discuss possible alternative solutions, and to recognize what is working well in a project. Reminder: all of your work must be 100% yours. The academic honesty policy fully applies.

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.

REQUIRED MATERIALS & TOOLS

› Access to a computer suitable for graphic design or digital prototyping and production

› Access to Adobe Creative Cloud & Office Suite

› Access to basic phone/digital camera

› Blank sketchbook and Pen. Supplied via SAAH Lab Fees this semester

› Equipment and materials for printing and production are provided via SAAH Lab Fees

NOTE: Additional supplies may be needed as semester progresses.

DESIGN STUDIO BEST PRACTICES

› 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, TikTok, etc.) is completely prohibited during class time. Do not text in class. Anyone found texting during a critique will be asked to leave.

› 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

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 smoking or vaping the building.

›No eating or drinking in the studio.

›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 fire code violation.

›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.

›Use the recycle bin.

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: arts.ufl.edu/site/assets/files/37319/saah_health_and_safety_handbook_2024-25.pdf

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.

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
› ADDRESS: 301 Peabody Hall
› PHONE: (352) 392 1575
› WEB: counseling.ufl.edu/resources/

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.

LINKS TO OFFICIAL UF POLICIES

Absences, Religious Holidays, Illness, 12-Day Rule.
catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

Students with Disabilities Office
disability.ufl.edu/get-started/

General Grading System for Calculating GPA
catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Gator Course Evaluation System
gatorevals.aa.ufl.edu/students/

Student Honor Code
policy.ufl.edu/regulation/4-040/

Disruptive Student Policy
https://policy.ufl.edu/regulation/1-008/

And finally the required syllabus contents, In-Class Recording policy, a variety of academic assistance links, and campus health & wellness resources
syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/