TYPOGRAPHY 2

3 credits; admission by portfolio review

INSTRUCTOR

Maria Rogal, Associate Professor of Graphic Design
School of Art + Art History
email mrogal@ufl.edu
office 313D FAC
ofc hrs Tuesdays 10:30–11:30 & by appointment
The most effective way to reach me is by email. I usually only respond to emails during the week. Expect a 24–36 hour response time.

COURSE DESCRIPTION

In this course we explore how to design and communicate complex information that is primarily of typographic nature. The course readings, lectures, exercises, presentations, and projects provide a framework to expand your thinking and practice related to diverse forms of typographic expression. Effective typography is a result of intensely laboring to explore and balance the relationship between the details and the vision—working between these iteratively in order to create materials that are functional, expressive, compelling, and appropriate. In this course we explore how to design and communicate complex information that is primarily of typographic nature. The course readings, lectures, exercises, presentations, and projects provide a framework to expand your thinking and practice related to diverse forms of typographic expression.

OBJECTIVES

· Explore typography as it gives tangible form to language;
· Understand the relationship of writing, grammar, and style to typographic design and organizational/visual systems;
· Understand historical and contemporary typographic conventions as they relate to communication;
· Learn and apply design and typographic principles such as visual hierarchy, sequencing, legibility, alignment, and color to create work that communicates successfully;
· Examine two and three dimensional typographic systems (grids, primary and secondary divisions of space and overall proportional relationships); and
· Develop a professional level of competency in normative and expressive typography.

TOPICS

Typographic Systems	Bodies of Type	Structure and Grids
Typeface Selection	Information Design	Hierarchy
Production	Layout & Composition	Design Theory
Typographic Terminology	Design Mediums	Type Sources
Adobe InDesign	Contemporary Issues	Type History

COURSE SCHEDULE

The semester is divided into three phases:
1. August 26–September 25 / Due September 30
2. September 30–October 23 / Due October 28
3. October 28 – December 4 / Due December 4 or 9

Each phase includes project work, readings, quizzes, and presentations.
Other deadlines, such as project benchmarks, readings, writing, and presentations will be announced.

REQUIRED MATERIALS
· Adobe Creative Cloud 2014 Student and Teacher Edition
· Robert Bringhurst, *Elements of Typographic Style*, ISBN 0881792063
· Ellen Lupton, *Type on Screen*, ISBN 9781616891701
· Computer: suitable for graphic design and production with appropriate RAM
  & HD Capacity
· Additional readings will be provided electronically

RECOMMENDED MATERIALS
· Denise Gonzales Crisp, Typography (Graphic Design in Context), ISBN
  9780500289815

STRUCTURE
Because we learn how to use typography primarily by doing, active participation
is vital to the success of this class and your individual progress. Activities that take
place during class time include lectures, group discussions, critiques, presentations,
quizzes, responses, and time to work on projects. You should expect to devote at
least an equal amount of time outside of class for coursework.

GRADING + EVALUATION
The purpose of grading and evaluation is to pinpoint the strengths and weaknesses
of one's performance. Information on current UF grading policies for assigning
grade points is online here: https://catalog.ufl.edu/ugrad/current/regulations/
info/grades.aspx. Grades are based on your overall performance in Mint although
specific project assignments and roles factor into this evaluation. To aid in the
assessment process, each student will write and submit his/her own thoughtful
self-assessment and meet with the instructor once during the semester to discuss
your class experience and performance.

Your semester grade will be based on your performance in the following
three categories:
60% **project work**: process = 40% (research, concept, ideation, appropriateness
       of solution); realization = 40% (visual organization, formal resolution,
       syntax, craft); and presentation = 20% (articulation, concept statement,
       photographs)
20% **professionalism:** participation, motivation, collaboration, and consistency
20% **knowledge & intellectual engagement:** in-class exercises, reading and
       other responses

grading scale

A	100–93	exceptional work	C	76-73	average, borders inadequate
A–	92–90	superior work	C–	72-70	below average work
B+	89-87	very good work	D+	69-67	barely meeting criteria
B	86-83	above average work	D	66-63	not meeting criteria
B–	82-80	slightly above average work	D–	62-60	not meeting much criteria
C+	79-77	adequate, average work	E	59-0	failure to meet most criteria

DEMONSTRATION OF SUFFICIENT PROGRESS
It is good practice to work consistently, to obtain feedback from your instructor and
your peers, and to learn in this studio environment. Establishing a high standard in
the classroom ensures that you learn to manage your time to meet deadlines, fos-
ter your own design process, obtain appropriate feedback, and develop to the best
of your abilities. The instructor reserves the right to determine the project did not
meet the requirements of sufficient progress and may assign a low or failing grade.

MAKE-UP WORK
You may be eligible for make-up work in the event of an excused absence. Work may be different from what is originally assigned. It is your responsibiity to ask for make-up work within a week of the absence.

DEADLINES
All interim and final deadlines will be announced in advance. Work is due on the day and time given and will be considered late after work has been called for. Projects are accepted late at the instructor's discretion and usually only because of extenuating circumstances.

ATTENDANCE POLICY
· Two (2) unexcused absences are permitted. Every unexcused absence beyond this may lower your grade by 10 points. The voxGraphis fall trip is an additional excused absence because it is a school-sponsored event.
· Late arrivals (more than 15 minutes after class start time) will be marked tardy.
· Three tardies will be counted as one unexcused absence
· Excused absences follow university guidelines and include religious holidays, a verifiable death in the immediate family, illness with a doctor's note, a court or legal obligation, or participation in official university activities. Please notify the instructor in advance if you know you will be absent. Students observing a religious holy day of their faith must notify the instructor in advance.
· Leaving early without permission will be considered an absence.
· Arriving more than 45 minutes after the start of class is no longer considered tardy and will count as an absence.
· A total of seven absences, excused or unexcused, may result in failing the course.
· It is your responsibility to see that the instructor's attendance record is corrected from an absence to a tardy if you are late.

EXPECTATIONS FOR PARTICIPATION + INTERACTIONS
· **Excellent (4/A)** Demonstrates excellent preparation, contributes in a very significant way to discussions and critiques, knows assigned materials very well, and exceeds overall course requirements.
· **Good (3/B)** Demonstrates good preparation, contributes frequently to discussions and critiques, knows assigned materials well, and exceeds many, but not all, course requirements.
· **Satisfactory (2/C)** Demonstrates adequate preparation, contributes to discussions and critiques when called upon, demonstrates some knowledge of assigned materials, and meets overall course requirements.
· **Needs Improvement (1/D)** Demonstrates minimal preparation, infrequent involvement in discussions and critiques, does not know assigned materials, and needs improvement on project work. Present, not disruptive.
· **Unsatisfactory (0/E)** Demonstrates no or substandard preparation, no involvement in discussions and critiques, does not know assigned materials, and does not meet overall course requirements.

POLICIES
GRAPHIC DESIGN

· If you encounter other problems in the classroom or studio, first speak with your instructor outside of class or talk with any graphic design area faculty member. If the instructor cannot resolve your concerns, contact the SA+AH undergraduate student advisor. After consulting faculty members and the art advisor, the other authority to contact is the Director of the SA+AH in 101 FAC.
· Access to individual classrooms, laboratories and the studio facilities is limited to those enrolled in the program. If you notice any strangers or unusual behavior, report it to the University Police. See police.ufl.edu. Dial 911 for emergencies or 352-392-1111 otherwise.
· Lab fees are used to supply the printers with ink and paper. Be conservative in your use of these materials not only because they cost money, but because they create waste. Keep a balance between what you need to do your work and resource use.
· Do not use spray adhesive in the studios or in the building. There is a professional and safe spray booth on the 2nd floor for your use if you have to use it.
· Be community-minded and collegial.
· Respect each other by listening to your music on headphones and by keeping your desk, row and the community areas clean.
· Recycle paper, cans, and reuse other materials.
· Throw away trash.
· Do not leave food lying around.
· You may eat in the studios but not in the Mint room. We ask that you be attentive to cleaning up and throwing away food remains—preferably in the hallway trash cans.
· Never use or harm animals or the environment in your projects. Use of animals in projects is strictly regulated. For more information, see http://www.arts.ufl.edu/resources/forms/forms1.html
· With questions related to your computer system and technology (network, printers) in the graphic design studio, you can contact our technical lab technician— Michael Christopher, mchristo@ufl.edu. Mike can help diagnose problems and recommends solutions.
· When working in the evening or when few students are present, you should keep the studio door closed. Do not reveal the door pass-code to anyone outside of the program. Never leave the studio open and unattended.
· **Dial 911 for medical + police emergencies.**

SA+AH HEALTH & SAFETY

· The SA+AH H&S policy and handbook is online at www.arts.ufl.edu/art/healthandsafety.
· 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).
· Michael Christopher is the Health and Safety administrator for the Graphic Design program. **While there are limited health and safety risks with the materials we typically use for graphic design, be aware that materials used in other areas often carry risks.**
· Graphic Design risks are the following and are minimal: Batteries, old monitors, lamps from digital projectors if broken may release mercury. *There are no known health hazards from exposure to lamps that are intact.* It is your responsibility to store everything you bring in the studio safely. Do not bring in any materials that are hazardous or combustible as the studios are not equipped for this type of storage. *Knowingly storing these in the studio may result in disciplinary action and loss of storage and after-hours studio space.*

For detailed UF policies see www.dso.ufl.edu

Accommodations for Students with Disabilities www.dso.ufl.edu/drc
Anyone requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide you, the student, with the necessary documentation, which you must then provide to me, the instructor, when requesting accommodation.

University Counseling Services
www.counseling.ufl.edu/cwc Includes personal, academic, crisis and career services.

Academic Honesty Policy
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 these policies is available at the following links:
Academic Honesty: www.registrar.ufl.edu/catalog/policies/students.html#honesty
Honor Code: www.dso.ufl.edu/sccr/honorcodes/honorcode.php
Student Conduct: www.dso.ufl.edu/sccr/honorcodes/conductcode.php

Disruptive Behavior regulations.ufl.edu/chapter1
Faculty, students, Administrative and Professional staff members, and other employees [hereinafter referred to as '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.

Important Dates on the University Calendar
www.registrar.ufl.edu/catalog/adhub.html

Absences & Absences for Religious Holidays
The course absence policy is described in the body of the syllabus. The university policy is here: www.registrar.ufl.edu/catalog/policies/regulationattendance.html. Because instructors are allowed to require attendance and attendance and participation are critical to learning there is a strict absence policy. The Florida Board of Education and state law govern university policy regarding observance of religious holidays, available at the link above.