COURSE DESCRIPTION
GRA 2208 is a studio course, introducing the art of visual communication: the visual realization of a most basic element of communication—THE WORD. The history of typographic forms, principles of composition, and the expressive potential of type will be explored through readings, research, exercises, and design production. Sequential studies will follow the design process: problem-solving through exploration, experimentation, selection, critique, and refinement. Effectiveness of typographic design will be evaluated in terms of legibility, readability, and expression.

COURSE STRUCTURE
This course will include a combination of textbook readings, research from additional sources, analysis and critique of ‘found’ design, and studio design production. Studio assignments will involve some hand work and digital typographic design and illustration using Adobe Illustrator and Adobe Photoshop.

At the conclusion of each project, there will be a formal group critique in which the work will be discussed. You are expected to attend all classes and participate in discussions and 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 effectively about your concepts and ideas, to see mistakes and discuss possible alternative solutions and to recognize what is working well in the project.

COURSE OBJECTIVES
This course has two major objectives: to familiarize students with formal attributes including vocabulary and conventions of type as well as working through projects to develop a sense of visually interesting solutions using the typographic form. At the end of this course, students should be able to:
- Articulate the history and antecedents of typography and written language through time
- Gain technical skills for digital and traditional type compositions
- Gain understanding of the basic principles of typography, including the selection and arrangement of type for effective legibility
- Acquire design skills for typographic organization to ensure readability
- Develop effective arrangements of text, information, and visuals with typographic elements
- Develop a keen sensitivity to the aesthetics of type arrangement
- Understand commonly used typographic terms (ie: leading, point size, kerning)
- Identify letterform anatomy (ie: serif, ascender, bowl, ligature)
- Use a variety of tools and methods to produce work (ie: computer, scanner, photography)

COURSE TOPICS
The projects, discussions, and activities during this class will provide opportunities to engage with the following topics:
HISTORY OF TYPOGRAPHY / TYPEGRAPHERS PAST & PRESENT / TYPOGRAPHIC VOCABULARY, TERMS, RULES & CONVENTIONS / TYPOGRAPHY AS IMAGE / HIERARCHY & GRID / ANATOMY OF LETTERFORMS EXPRESSIVE TYPOGRAPHY / TYPOGRAPHY IN THE ENVIRONMENT / CURRENT TRENDS & USES

TEXT & REFERENCES
THINKING WITH TYPE by Ellen Lupton (2nd Edition) - REQUIRED
THE FUNDAMENTALS OF TYPOGRAPHY by Gavin Ambrose & Paul Harris (2nd Edition) - RECOMMENDED
TYPOGRAPHY REFERENCED Rockport Publishing - RECOMMENDED
http://www.aiga.org (American Institute of Graphic Artists)
http://www.typographyserved.com (Good typographic examples)
http://typophile.com (Website devoted to typography)
ATTENDANCE
This course is a studio class where attendance is vital. You are permitted 2 absences during the semester without consequence to your final grade. More than 2 absences will result in the loss of one letter grade (e.g. from an A to an A-). More than 5 absences will result in automatic failure of the class. Students are expected to arrive on time and remain until class is dismissed. 3 tardies (more than 10 mins) or early departures equal one absence. Attendance will be taken promptly at the beginning of each class. If you have extenuating circumstances, inform me as soon as possible so that I can work with you to determine how best to mitigate the situation. A doctor’s note will be required in order to excuse an absence due to illness.

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 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.

PROCESS
You are required to keep a process book to document your progress throughout the semester. The process book is used for practice exercises, brain-storming, taking notes and keeping other material related to this course. You will turn in this process book with each project at the final critique. You are encouraged to collect interesting samples of items that inspire you. The process book should be specifically used for this class only.

MATERIALS
Black foam board for mounting as needed; black ink pens / sharpee markers / black and gray prisma color markers / pencils / metal ruler with cork backing / x-acto knife with no. 11 blades / tracing paper / self-healing cutting matte / masking tape / spray mount (its use is not allowed inside the buildings. There is a spray booth in the second floor of FAC) / access to a digital camera (cell phone cameras not recommended)

NOTE: ADDITIONAL SUPPLIES MAY BE NEEDED AS SEMESTER PROGRESSES

STUDIO NOTES
Please eat before or after class or during the break - not during class. Clean up after yourself.
Critique ideas, not people. Be courteous and respectful during critiques and discussions.
Be honest. Dishonesty in any form (lying, cheating, plagiarizing, etc.) will not be tolerated.
Exit quietly if you need to use the restroom - you do not need to ask.
The use of cell phones, pagers or other personal and group distraction sources (including social networking and entertainment sites, such as Facebook, YouTube, etc.) are completely prohibited during class time. Do not text in class. Anyone found texting during a critique will be asked to leave.
Because critiques will be conducted as if you are presenting work to a client, any student who is late to a final critique will not be permitted to show their work, and their final project grade will be reflected accordingly.

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: http://www.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 following links:

- **ACADEMIC HONESTY**: http://www.registrar.ufl.edu/catalog/policies/students.html#honesty
- **HONOR CODE**: http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php
- **STUDENT CONDUCT**: http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php

**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 projects will be marked down one letter grade (from an A to an A-) for each late day, for up to 3 days (based on a 7-day week). Projects will not be accepted beyond this 3 day period. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

**GRADING & EVALUATION**

The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress as a designer. In this course you will earn your grade through hard work, attention to details, and discipline. Your overall grade will be based on demonstrating your execution of the information and ideas discussed, formal and conceptual progress and professionalism during the course.

A project description sheet will accompany each new assignment, detailing specific requirements and grading criteria for each. Projects are due at the beginning of each class period on the assigned due date. Late projects will be accepted but will drop one letter grade for each day that it is late. Failure to meet deadlines will affect your grade in this class. Only in extreme situations that are called to my attention in advance can something be arranged. You are advised to always plan ahead and communicate with me.

The final grade will result from:

- 80% Sum of 4 projects (PROJECT 1: 20% / PROJECT 2: 20% / PROJECT 3: 20% / PROJECT 4: 20%)
- 10% Sum of tests, read & respond assignments
- 10% Professionalism (ATTENDANCE, ATTITUDE, GROUP PRESENTATIONS)

*Professionalism means that you bring requested supplies to class; complete and bring with you out-of-class assignments, sketches, books and notes; continued development of your process book throughout the semester; contribute constructive feedback during critiques and during group discussions; be prepared to discuss assigned readings; always act professionally, be 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 | 100-94
- A- | 93-90
- B+ | 89-87
- B | 86-83
- B- | 82-80
- C+ | 79-77
- C | 76-73
- C- | 72-70
- D | 69-65
- D- | 64-60
- E | 59 and lower

**PLEASE NOTE**: A grade of C- or below will not count toward major requirements.

**FOR MORE INFORMATION ON UF GRADING POLICIES LOG ON TO**:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx
GUIDELINES FOR CRAFT
BE ABLE TO ANSWER YES TO THE FOLLOWING:
Are all corners cut square and sides cut straight? Are the measurements correct? Are the edges clean, no nicks cuts or dings? Have pencil marks been erased? Would I feel comfortable presenting this work to a professional working in the field?

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 provide this documentation to the instructor when requesting accommodation. Disability office: http://www.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 about services here:
UNIVERSITY COUNSELING CENTER
ADDRESS: 301 Peabody Hall PHONE: 352-392-1575 WEB: www.counsel.ufl.edu

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 http://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 below)

SA+AH CONTAINER 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.