Course Description

Typography One is a studio class, teaching the basic concepts and vocabulary of typography with an emphasis on the expressive potential of typography. Type anatomy, classification, and basic terminology will be taught.

Course Objectives

At the conclusion of this course students will have a basic understanding of:

- the formal vocabulary and conventions of typography
- how to use typography in rich and visually interesting ways

Students should be able to:

- Define commonly-used typographic terms
- Identify letterform anatomy
- Use type experimentally—work outside the formal conventions of typography
- Use a variety of tools and methods to produce work

Course Structure

The class structure will include a combination of textbook readings, lectures, research from additional sources, in-class assignments, creative project assignments, and group and individual critiques. In-class assignments will involve hand work and assigned projects can involve digital typographic design on the computer.

Topics

The projects in this class will provide opportunities to engage with the following topics:

- Typographic vocabulary (leading, kerning, tracking, rag, point)
- Anatomy of letterforms (serif, ascender, descender, bowl)
- Typography as image
- Typography in the everyday environment
- Rules and conventions of typesetting
- Typographers past and present
- Type as image, illegible type, experimental methods

Required Text

- Thinking with Type (2nd Edition) by Ellen Lupton

Additional readings will be provided online or as handouts.
Required Supplies

- Sketchbook
- 18 inch or longer metal ruler
- Masking tape (white)
- Triangle
- X-Acto knife and #11 blades
- Self-healing cutting mat
- 14” x 17” pad of illustration paper (Canson for Marker)
- Tracing paper pad
- Black ink pens (micron and Sharpie)
- Pencils (2B, 4B and graphite)
- Kneaded eraser
- Glue stick or double-stick tape
- Black foam board for mounting (as needed)
- Access to digital camera
- Photocopies (as needed)

Note: Additional supplies may be needed as the semester progresses.

Additional Resources

Below are some great resources to get started with. More will be supplied in class.

Books

- *Elements of Typographic Style* by Robert Bringhurst
- *Typographic Systems* by Kimberly Elam
- *Grid Systems* by Kimberly Elam
- *Stop Stealing Sheep and Find Out How Type Works* by Erik Spiekermann
- *The Typographic Desk Reference* by Theodore Rosendorf
- *Graphic Design: A New History* by Stephen Eskilson

Online

- aiga.org (American Institute of Graphic Artists)
- designobserver.com (blog, critical writing on design)
- tdc.org (Type Director’s Club)
- typophile.com (website devoted to typography)
- fontfeed.com (website devoted to typography)
- typeculture.com (website devoted to typography)
- typography.com (website of foundry Hoefler & Frere-Jones)
- houseind.com (website of design/type designers House Industries)
- emigre.com (website of foundry Emigre)

Process

Process is critical for success in this course. Commitment to your projects and willingness to push your ideas, create multiple iterations and refine your executions will create better results. Your PROCESS MUST BE DOCUMENTED IN A SKETCHBOOK AND TURNED IN WITH EACH PROJECT.
**TYPOGRAPHY ONE :: Letterform**

**Deadlines**

Deadlines are critical to the graphic design industry. Clients do not accept late work and neither will the instructor. 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 are not accepted unless there are documented, extenuating circumstances and it will still be at the discretion of the instructor. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

**Honesty Policy**

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student’s duty to report observed academic honesty violations. These can include: cheating, plagiarism, bribery, misrepresentation, conspiracy, or fabrication.

- Academic Honesty: [http://www.registrar.ufl.edu/catalog/policies/students.html#honesty](http://www.registrar.ufl.edu/catalog/policies/students.html#honesty)

**Grading & Late Projects Policy**

After intermediate and final critique, the studio design projects will be graded on a standard 4.0 scale. Specific criteria for grading will be listed on each project sheet but will broadly cover the areas of: research and conceptual development, formal resolution, and technical craft in presentation. **PROJECTS WILL NOT BE ACCEPTED AFTER THEIR DUE DATE WITHOUT PRIOR APPROVAL.**

**Evaluation**

<table>
<thead>
<tr>
<th>Project</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>20%</td>
</tr>
<tr>
<td>#2</td>
<td>20%</td>
</tr>
<tr>
<td>#3</td>
<td>20%</td>
</tr>
<tr>
<td>#4</td>
<td>20%</td>
</tr>
<tr>
<td>Participation &amp; Process</td>
<td>10%</td>
</tr>
<tr>
<td>In-Class Assignments, quizzes</td>
<td>10%</td>
</tr>
<tr>
<td>and Final Exam</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Grading Scale**

- A (94–100)
- A- (90–93)
- B+ (87–89)
- B (82–86)
- B- (80–81)
- C+ (77–79)
- C (72–76)
- C- (70–71)
- D+ (67–69)
- D (62–66)
- D- (60–61)
- E (below 60)

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

UF grading policy website: [http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html](http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html)

**Class Attendance & Participation**

Overall good attendance and active participation is necessary for the successful completion of the course. Active engagement in the small group feedback sessions is also expected. This means listening to the suggestions of other students and offering constructive comments of your own. Each student will be allowed three (3) unexcused absences. After the third absence, the final course grade will be lowered one full letter grade. Five or more absences equals a failing course grade. Students attending class unprepared for a discussion, critique or exercise will be considered absent.
GRA 2208C  
3 credits  

spring 2013  

meeting time  
Monday & Wednesday  
Periods 5-7  
11:45 am - 2:45 pm  

instructor  
myda  
iamiceli  
myda@ufl.edu  

office  
FAC 310  

office hours  
by appt. only  

TYPOGRAPHY ONE :: Letterform  

Class begins at 11:45 a.m. Coming to class late is unacceptable. You are late if you arrive to class after your name has been called when role is taken. Three tardies will equal an absence.  

ATTENDANCE FOR CRITIQUES IS MANDATORY. Missing a critique and/or not having work ready will result in not receiving full credit on that project (30% less). Let me know ahead of time—in class, or via e-mail—if you are unable to attend a class. See me immediately after a missed class to discuss the material missed and/or make-up work. Excused absences follow University guidelines and may include illness, serious family emergencies, special curricular requirements, military obligation, severe weather conditions, religious holidays and participation in official university activities or court-imposed legal obligations. REFRAIN FROM PHONE USE, TEXTING, CHAT, E-MAIL, AND NON-COURSE RELATED WEB SURFING DURING CLASS TIME. DOING ANY OF THIS WILL NEGATIVELY EFFECT YOUR OVERALL GRADE.  

SA+AH Health & Safety  

This course will adhere to the School of Art and Art History’s Health and Safety Policy which will be reviewed in class. The handbook is located at: http://saahhealthandsafety.weebly.com/handbook.html  

Hazards of Materials  
• Batteries, old monitors, lamps form digital projectors if broken may release mercury.  
• There are no known health hazards from exposure to lamps that are intact.  

Best Practices  

Though not much is generated, the Graphic Design technician is certified for handling Hazardous Waste by the University of Florida. For installations or sculptural elements, please cross-reference with other area specific information as needed.  

Area Rules  

All users of the studio classrooms are expected to follow studio area rules at all times. If you have any questions, ask your instructor.  
• Follow all SA+AH Health and Safety handbook guidelines (the handbook should be reviewed by your instructor and can be found at: www.arts.ufl.edu/art/healthandsafety)  
• Follow the SA+AH Satellite Waste Management Chart in the classroom and other Health & Safety guidelines posted for your media.  
• In case of emergency, call campus police at 392-1111  
• File an incident report (forms may be found in the SA+AH H&S handbook, the SA+AH faculty handbook and in the main office.) Turn completed forms into the SA+AH Director of Operations within 48 hours of the event.  
• Alcohol is forbidden in studios  
• Students not in the Graphic Design program are not allowed to use the studio facilities without permission from instructor.  
• Be community-minded and collegial.  
• Recycle paper, cans, and reuse other materials. Throw away trash. Do not leave food lying around.  
• Do not use spray adhesive in the studios or in the building. There is a professional and safe paint spray booth in FAC-211A for your use.  
• 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.
GRA 2208C
3 credits
spring 2013

meeting time
monday & wednesday
periods 5-7
11:45 am - 2:45 pm

instructor
myda
iamiceli
myda@ufl.edu

office
FAC 310

office hours
by appt. only

SA+AH Container Policy

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 (top).
• 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 (top).
• 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 and room number 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.

Counseling Services

University Counseling Services/ Counseling Center
301 Peabody Hall
PO. Box 114100, University of Florida
Gainesville, FL 32611-4100
Phone: 352-392-1575
www.counsel.ufl.edu

Accommodations For Students With Disabilities

Students requesting classroom accommodation 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. DOS can be contacted at: 352-392-1261 or http://www.dso.ufl.edu/drc/