Syllabus GRA3209c: Typography 2

Prof. Brian Slawson University of Florida
Fall 2023 School of Art & Art History

Section C112, M/W Periods 5-7
Section C118, M/W Periods 8-10

Course Description and Objectives
This is the second course in Typography. It is a studio-based course that centers on making creative work. Most often, we will meet in small groups during studio time for critical feedback. As well, we will have occasional *ungraded* lectures, demos, discussions, and activities. This course consists of a set of three typography projects followed by one collaborative/group creative project. The project topics include elements of: Typographic Hierarchy, Typesetting Details, Type and Image, Typographic Style. The collaborative project is intended to be advanced, portfolio-quality work–where you develop your own project proposals to investigate the topic of typography.

Weekly Activities and Assignments
Daily details about week-to-week activities are posted on the Canvas e-Learning site. We will review this when we meet. If there are any changes, I will update that site first as well make an announcement in class. Canvas is also used to submit all assignments and send all announcements.

Evaluation & Grading
Clearly understanding how projects will be graded is *very important*. The process is very performance-based as opposed to subjective. During each project we'll have several small group feedback sessions about your creative progress. The grade is derived from specific activities (example: documenting your process, turning things in on time, presenting your work for feedback, posting and sharing your work in the hallway, and so on). Associated with each assignment in Canvas is a checklist/rubric of these required actions. Full points are awarded if the each task is sufficiently complete and on time. To me this seems similar to a pass/fail mode. Constructive and critical feedback come at least once per week when we meet in small groups.

Below is the weighting of each of assignments...
Set of Projects, averaged 75% weight
Group Project, 25% weight

This course follows the standard UF 2009 campus grade point scale (example, B is 3.0, B+ is 3.33 points) and follows the overall UF Grading Policy: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Attendance
In order to successfully complete the work and gather feedback from the instructor and peers you'll need to attend and participate in class activities. You'll document this participation when submitting each assignment. For excused absences, standard UF policies apply related to serious illness, religious observance, severe weather, jury duty, and so on. https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

Textbooks, Materials, Technology Access
There is no required textbook for this course. Reference materials/links for projects are posted on the Canvas e-Learning site. We may also use technologies like Zoom or free AI tools. You may need basic art supplies like pen and paper to sketch and generate ideas. Access to a computer and the Adobe Creative Suite is necessary for this course and all others in the design program.

Office Hours and Contacts
I'll be in the SAAH on Tuesday afternoons if you need to talk outside of class time. You can can set up a meeting Tuesdays 3pm-5pm. Of course, we can also talk during open studio time if needed. You can email me at – slawson@ufl.edu – or even better post an email directly through Canvas e-Learning. The SAAH office telephone contact is – 352-392-0201

End-of-Semester 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 (in Canvas). Students will be notified when the evaluation period opens.
https://gatorevals.aa.ufl.edu/students/
https://gatorevals.aa.ufl.edu/public-results/

Technology Help
If you need assistance with technology access you can ask the instructor for advice, talk with our teaching lab specialist, or contact the UF Help Desk.
https://helpdesk.ufl.edu/ or call 352-392-4357

Students with Disabilities
Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.
https://disability.ufl.edu/students/get-started/

Online Course Privacy
If we use Zoom video, the instructor has the capability to record meetings. There are NO PLANS for our class sessions to be audio-visually recorded. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Health and Wellness and More
UF recommends, but does not require, that students will wear masks on campus. We want a healthy and successful semester here in SAAH. If you have concerns you can talk to instructors, the program coordinator, the SAAH advisor, or our SAAH Director. If you have a documented illness, course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.
https://coronavirus.ufl.edu/

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, to refer or report a concern and a team member will reach out to the student in distress.
https://umatter.ufl.edu/

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
https://counseling.ufl.edu/

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need. https://shcc.ufl.edu/

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies). https://police.ufl.edu/

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-

733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; https://ufhealth.org/emergency-room-trauma-center

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services. https://career.ufl.edu/

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. https://cms.uflib.ufl.edu/ask

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring. https://teachingcenter.ufl.edu/

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers. https://writing.ufl.edu/writing-studio/

UF Student Code of Conduct
https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/