

# Typography I

## Course Information

GRA2208C (3 credits)  
Class #12762, 3  
M, W. 8:30 - 11:30AM  
FAC 310

## Instructor

Hien Phan  
hphan@ufl.edu

## Office Hours

[bit.ly/2208\\_officehour](https://bit.ly/2208_officehour) ↗  
Zoom or MxD Studio, IH

## COURSE DESCRIPTION

Explores the expressive potential of letterforms as visual art. Emphasizes shaping and spacing forms into meaningful communications. *Prereq: ART 1803C or provisional Graphic Design certificate students.*

## COURSE CONTENT + OBJECTIVES

After completing this course, students will

- » 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

## REQUIRED TEXTBOOK

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

## REQUIRED MATERIALS

In order for you to fully participate and meet course learning objectives, students taking graphic design courses are required to have appropriate hardware, software and access to the Internet. See this website for more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students.

Because computer access is an institutional requirement, computer costs are designated as allowable costs for students who qualify for Financial Aid. Accordingly, Student Financial Affairs has added costs for access to a computer into budgets. For more information, contact your financial adviser in the Office of Student Financial Affairs directly.

**Other in-class materials include:** Type ruler of your choice – the Wescott C-Thru Typesetter’s Ruler is a bargain. Pencils, ink pens, fine and medium black Sharpies, plus other desired sketching tools. Sketchbook, tracing paper, #11 X-acto knife and (many!) blades, metal ruler. Presentation materials (paper, black mat board, adhesive, etc.) as needed. Laptop that meets the requirements on the SA+AH tech. Needed materials for class will be announced in advance in-person and through Canvas.

## 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: 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.

» **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

## 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:** 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 log on to: [catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx](http://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx)

## 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.

## ATTENDANCE

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 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: (a) notify the instructor before class begins that you will not be able to attend class; they can make arrangements as/if needed for you to participate remotely. (b) notify the instructor after class begins and 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. 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. Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies. Along with more information on how UF assigns grade points, you’ll find these by visiting this link

## STUDIO NOTES

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

## DUE DATES

All due dates 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.

## ACADEMIC INTEGRITY

If you use words, images, or ideas that are not your own, cite them. Claiming the work of others as your own is a serious breach of professional ethics and will result in a failing grade in this class. The UF Honor Code specifies a number of other behaviors that are in violation of this code and the possible sanctions. View the Honor Code at [sccr.dso.ufl.edu/process/student-conduct-code/](https://sccr.dso.ufl.edu/process/student-conduct-code/)

## TYPEFACES

For all projects requiring the use of digital typefaces, you must use professional type. This includes the typefaces in Adobe Font Folio Education Essentials (what you have if you're subscribing to Adobe CC through UF) and other professional typefaces, including typefaces available through Google Fonts and Adobe Fonts. Display type of your own creation is welcome when appropriate.

## 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.

## 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.

# SAAH + UF Policies

## 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.

Disability office: [dso.ufl.edu/drc](https://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 here:

UNIVERSITY COUNSELING CENTER

301 Peabody Hall | (352) 392 1575  
[counseling.ufl.edu](https://counseling.ufl.edu)

## 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 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.

## **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: [dso.ufl.edu](http://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 Student Conduct & Honor Code: [dso.ufl.edu/sccr/process/student-conduct-honor-code](http://dso.ufl.edu/sccr/process/student-conduct-honor-code)

## **GATOREVALS - ONLINE 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. Guidance on how to give feedback in a professional and respectful manner is available at [gatorevals.aa.ufl.edu/students/](http://gatorevals.aa.ufl.edu/students/). Students will be

notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [ufl.bluera.com/ufl/](http://ufl.bluera.com/ufl/). Summaries of course evaluation results are available to students at [gatorevals.aa.ufl.edu/public-results/](http://gatorevals.aa.ufl.edu/public-results/).

## **IN-CLASS RECORDING**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

## 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: [saahhealthandsafety.weebly.com/handbook.html](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 next page).

## SA+AH HEALTH AND SAFETY 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.

# 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 Course Schedule

Specific details or changes on each week's activities will be announced in advance. End of semester intentionally less detailed to allow for fluctuation in class activities as needed.

**P:** Project  
**L:** Lecture  
**W:** Workshop  
**Q:** Quiz

<b>January</b>	WEEK 01	01/08	Intro: Course, P1, and P4
		01/10	<b>P4</b> Drop Cap Challenge, <b>P1</b> Process <b>LW</b> Type Anatomy and Semiotics <b>P1</b> Process
	WEEK 02	01/15	Martin Luther King Day: No Class.
		01/17	<b>P4</b> Drop Cap Challenge, <b>P1</b> Process <b>LW</b> Tools in Illustrator and Mood board <b>Q1</b> Anatomy
	WEEK 03	01/22	<b>P4</b> Drop Cap Challenge, <b>P1</b> Process <b>LW</b> Tracking and Kerning
		01/24	<b>P4</b> Drop Cap Challenge, <b>P1</b> Process <b>L</b> Typeface Classifications
	WEEK 04	01/29	<b>P4</b> Drop Cap Challenge, <b>P1</b> Process
		01/31	<b>P4</b> Drop Cap Challenge, <b>P1</b> Process <b>LW</b> Tools in InDesign <b>Q2</b> Classification
<b>February</b>	WEEK 05	02/05	<b>P4</b> Drop Cap Challenge, <b>P1</b> Process <b>L</b> Typographic Variables
		02/07	<b>P1</b> Final Critique, <b>P2</b> Introduction <b>Q3</b> Measurement
	WEEK 06	02/12	<b>P4</b> Drop Cap Challenge, <b>P2</b> Process <b>L</b> Typographic Variables
		02/14	<b>P4</b> Drop Cap Challenge, <b>P2</b> Process
	WEEK 07	02/19	<b>P4</b> Drop Cap Challenge, <b>P2</b> Process <b>LW</b> Typography Hierarchy
		02/21	<b>P4</b> Drop Cap Challenge, <b>P2</b> Process <b>L</b> Typographic Variables

	WEEK 08	02/26	<b>P4</b> Drop Cap Challenge, <b>P2</b> Process
		02/28	<b>P4</b> Drop Cap Challenge, <b>P2</b> Process
<b>March</b>	WEEK 09	03/04	<b>P4</b> Drop Cap Challenge, <b>P2</b> Process
		03/06	<b>P4</b> Drop Cap Challenge, <b>P2</b> Process <b>LW</b> GIF Animation
	WEEK 10		Happy Spring Break! No Class.
	WEEK 11	03/18	<b>P4</b> Drop Cap Challenge, <b>P2</b> Process
		03/20	<b>P4</b> Drop Cap Challenge, <b>P2</b> Process
	WEEK 12	03/25	<b>P2</b> Final Critique, <b>P3</b> Introduction <b>Q4</b> Review
		03/27	<b>P4</b> Drop Cap Challenge, <b>P3</b> Process <b>LW</b> Type Specimens
<b>April</b>	WEEK 13	04/01	<b>P4</b> Revision and Personal Lettermark <b>P3</b> Process
		04/03	<b>P3</b> Process
	WEEK 14	04/08	<b>P3</b> Process
		04/10	<b>P3</b> Final Critique <b>Portfolio</b> Introduction & Process
	WEEK 14	04/15	<b>P4</b> Personal Lettermark or Logo <b>Portfolio</b> Process
		04/17	<b>Portfolio</b> Process
	WEEK 15	04/22	<b>Portfolio</b> Review Demo
		04/24	<b>Portfolio</b> Delivery: Celebrating!