

SYLLABUS

GRA2208C: Typography 1 Letterform

3 credits | Summer A 2024 | May 13th—June 21, 2024

INSTRUCTOR

Victoria R. Gerson, *she/her/hers*
vgerson@ufl.edu

MEETING TIME & LOCATION

M, T, W, Th, F

9:30-12:15pm

Online

OFFICE HOURS

Wednesdays from 12pm-2pm +
by appointment—*Please reach
out to me, I'm here for you!*

<https://ufl.zoom.us/my/vgerson>

DESCRIPTION

GRA 2208C is a studio course, introducing the art of typography: 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 reading, research, exercises, and design production. Design challenges will be approached through exploration, experimentation, selection, critique, and refinement.

COURSE OBJECTIVES

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

Develop effective compositions of text, and visuals to enhance concept

Understand commonly used typographic terms (ie: leading, point size, kerning)

Identify letterform anatomy (ie: serif, ascender, bowl, ligature)

GRADING & EVALUATION

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your work. To this end, we can only respond to what is observable in your work and inclass performance. This course is composed of lectures, readings, discussions, design projects, presentations, critiques and feedback. The deliverables and grade breakdown for this course are as follows:

10%	Exercise 1: Type Specimen
25%	Project 1: Poster
25%	Project 2: Zine
20%	Reflections - Reading, writing, and group discussion of relevant articles and media
20%	Process Book - Documentation of process work

Scale:

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

PROJECTS

Your grade in this class is based on earning points through your engagement with projects and reflections. There will be feedback from me and your classmates every step of the way. You will be invited to participate in your grading by completing self assessments after activities and projects. All projects final deliverables will include a process book and self assessment.

Projects will be evaluated based on research, concept, ideation, iterative process, conceptual development, attention to detail, and formal resolution. All projects will be submitted to Canvas and/or Miro. *See general semester outline on last page for tentative schedule.*

REFLECTIONS

There will be (5) reflections throughout the semester that will consist of choosing (1) article from AIGA Eye on Design's Typography section, and (1) article from fonts in use, and writing (1) reflection/response post due on the Thursday at 11:59pm.

MATERIALS

There is no textbook required for this class, I will provide links to all readings, videos, and case studies. Whenever there is an additional optional reading/podcast/lecture etc, you may respond to it in your reflection for an extra point. All reflections will be submitted in Canvas.

MEETINGS

This is an online course, we will meet synchronously Monday through Friday from 2-4:45pm on Zoom, unless otherwise stated by the instructor.

PLATFORMS

You will all be required to set up and have immediate access to these platforms during the semester:

Zoom: For course meetings.

Canvas: For storing any and all course materials and instructions, submitting assignments, grading, and communication.

Miro: For collaboration, feedback, and presentations.

Adobe CC: Discounted for Students

*Adobe CC Discounted for Students is a special UF student pricing on a one-year subscription to the entire Adobe Creative Cloud Suite. To purchase your Adobe CC Discounted for Students subscription, please log in at <https://portal.helpdesk.ufl.edu> and if eligible to purchase click on "Eligible, take me to OnTheHub" button. The service will run for one year from the time the software is activated. Distribution is provided by Kivuto/OnTheHub who is an authorized distributor for Adobe not affiliated with UF Computing Help Desk.

TECHNOLOGY, FEES, AND EQUIPMENT USE

With questions related to your computer system and technology in the Graphic Design area, you can contact our Lab Technician, Michael Christopher (mchristo@ufl.edu). He can help diagnose problems and provide solutions.

MATERIALS AND DEVICES

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.

You are required to have:

- Adobe CC design suite
- Access to a cloud-based storage platform
- Your own laptop or desktop computer as required by the program, suitable for graphic design and production with appropriate RAM and storage capacity
- Access to a digital camera
- A dedicated sketchbook

At UF we have free access to the tutorial site, Lynda.com, which you can use to expand your knowledge of software for the course.

ATTENDANCE POLICY

In class time is critical. If you anticipate missing class, please send me an email at your earliest notice. If you miss class unexpectedly, send me an email as soon as possible.

Attendance is required for this class. You can miss two class days without penalty. 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. A total of 6 absences, excused or unexcused, will result in an "E" for your final grade.

Late arrivals (more than 10 minutes after class start time) will be marked tardy; 3 tardies will be counted as 1 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.

To receive an "excused" absence, you must:

Notify me 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 me 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: <https://catalog.ufl.edu/graduate/regulations/>

LATE WORK POLICY

Late work will not be penalized if turned in within 1 day of the original due date. Please reach out to me so we can make sure you are staying on track. If work is not submitted within 1 day, points will be deducted 10% each day.

SYLLABUS CHANGES

Due to the changing nature of the COVID-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through email & Canvas.

HEALTH AND SAFETY

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). The SA+AH H&S policy and handbook is online [here](#).

Michael Christopher is the Health and Safety administrator for the Graphic Design program. While there are very 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.

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 graphic design studios are not equipped for this type of storage. Knowingly or repeatedly storing such items in the studio may result in disciplinary action and loss of access to studio space outside of class time as well as loss of storage space.

Also,

- Batteries, some monitors, and lamps from digital projectors, if broken, may release mercury. There are no known health hazards from intact materials.
- Do not use spray adhesives or do hazardous work in the studios.
- Do not block aisles, halls or doors with stored items or when working.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- All users must follow the S+AH Container Policy (see the SA+AH Health and Safety Handbook online [here](#)).
- The GD Area policies prohibit use of hazardous materials, this applies to materials used in other areas. They may not be stored, ever, in the GD studios. Failure to adhere to these guidelines may affect your ability to use the studio unsupervised outside of regular class times.

ACCOMMODATIONS

I will make every effort to accommodate students who request and require assistance, in accordance with the American Disabilities Act. If you have accommodations through the university, please let me know.

Students who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu/students/get-started/>). Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

MENTAL HEALTH + WELLNESS

I am here for you! If you need/want to talk about your mental health, please reach out! If you would like to speak with a mental health professional, which I highly recommend for every student, the school information is as follows:

Campus Resources

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

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.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#). Dial 911 for medical emergencies. Dial 352-392-1161 for urgent after-hours medical questions. Dial 352-392-1171 for after-hours mental health assistance

University Police Department: Visit [UF Police Department website](#) or call 352-392-1111 (or 911 for emergencies).

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; Visit the [UF Health Emergency Room and Trauma Center website](#).

Academic Resources

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.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

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

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

On-Line Students Complaints: [View the Distance Learning Student Complaint Process.](#)

UF POLICIES

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Click here](#) for guidance on how to give feedback in a professional and respectful manner. 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/. Summaries of course evaluation results are available to students [here](#).

ACADEMIC INTEGRITY

Academic integrity means that if you use words, images, or ideas that are not your own, you must 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.

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, you are 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, copying ideas, plagiarism, bribery, misrepresentation, conspiracy, or fabrication. You can find UF's Student Conduct Code, [here](#).

HARASSMENT

UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty (<http://www.hr.ufl.edu/eeo/sexharassment.html>).

DISRUPTIVE BEHAVIOR

All 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. For more information, visit: <http://regulations.ufl.edu/wp-content/uploads/2012/09/1008.pdf>.

TWELVE-DAY RULE

Students who participate in official athletic or scholastic extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

ABSENCES FOR RELIGIOUS HOLIDAYS

Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure: <http://www.registrar.ufl.edu/catalog/policies/regulationattendance>

PRIVACY POLICY REGARDING ONLINE SESSIONS (WHEN APPLICABLE)

There will be occasions when our class Zoom sessions may be audiovisually recorded for student in the class to refer back. Students who participate with their camera, engage or utilize a profile image, are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the chat feature. Although, at times, the chat will also be saved for future reference for the class. As in all courses, unauthorized recording and sharing of recorded materials is prohibited.

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. A class lecture does not include lab/studio sessions, student presentations, academic exercises involving solely student participation, or 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.

GENERAL SEMESTER OUTLINE

Subject to change if necessary—please refer to project briefs for more detailed schedule for each project

May	WEEK 1	MON 5/13	Introductions + Expectations, Conceptual Intro to Type
		TUE 5/14	Technical Intro to Type, Exercise 1
	WED 5/15	Principles of Type Presentation, Intro to InDesign & Process Books	
	THU 5/16	Exercise 1 Due, Intro to Exercise 2	
	FRI 5/17	No Class - Exercise 2 Work Day	
	WEEK 2	MON 5/20	Exercise 2 Due, Intro to Project 1
		TUE 5/21	Project 1
		WED 5/22	Project 1, Reflection 1
		THU 5/23	Out of Class Work Day
	FRI 5/24	Project 1	
	WEEK 3	MON 5/27	No Class, Memorial Day Holiday
		TUE 5/28	Project 1
		WED 5/29	Project 1, Reflection 2
		THU 5/30	Project 1
		FRI 5/31	Project 1
June	WEEK 4	MON 6/3	Project 1 Due & Process Book Due
		TUE 6/4	Project 2
	WED 6/5	Project 2, Reflection 3	
	THU 6/6	Project 2	
	FRI 6/7	Project 2	
	WEEK 5	MON 6/10	Project 2
		TUE 6/11	Project 2
		WED 6/12	Project 2, Reflection 4
		THU 6/13	Project 2
	FRI 6/14	Project 2	
	WEEK 6	MON 6/17	Project 2
		TUE 6/18	Project 2
		WED 6/19	No Class, Juneteenth Holiday
		THU 6/20	Project 2
		FRI 6/21	Project 2 & Process Book Due