

# TYPOGRAPHY I: GRA 2208C

**KYLE WHITE**

kwdesign@ufl.edu

Studio: FAC 302

Hours: M (3:00-4:00)

**SCHOOL OF ART + ART HISTORY**

FAC 112

M/W 5-7 (11:45 - 2:45)



## **COURSE DESCRIPTION**

GRA 2202C Typography I is 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.

## **REQUIRED TEXT**

Thinking with Type: Ellen Lupton

## **COURSE STRUCTURE**

This course will include a combination of lectures, exercises, projects, quizzes, readings, group discussions and presentations. Participation in all aspects is imperative to your success in this course and will be an integral part of your final grade. At the conclusion of each project, there will be a formal group critique in which the work will be discussed. Critiques will provide an opportunity to use formal type vocabulary, see mistakes and find solutions to them, and recognize effective typographic strategies already present in the work.

## **COURSE OBJECTIVES**

This course has two major objectives: to familiarize students with the formal vocabulary and conventions of typography and to provide opportunities for students to make work that uses typography in rich and visually interesting ways. At the end of this course, students should be able to:

Define commonly-used typographic terms

[examples: leading, kerning, tracking, rag, point]

Identify letterform anatomy

[examples: serif, ascender, descender, bowl]

Use type experimentally—work outside the formal conventions of typography

[examples: type as image, illegible type, experimental methods]

Use a variety of tools and methods to produce work

[examples: photographs, photocopier, triangles, X-Acto]

Learning computer software *is not* an objective of this course. Students should feel free to experiment with digital production methods if they are interested, but there will be no formal software instruction, and at times project instructions will require that students not use a computer. Familiarity with a word processing program such as Microsoft Word will be sufficient to complete all projects.

## COURSE TOPICS

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

- Typographic vocabulary
- Anatomy of letterforms
- Typography as image
- Typography in the everyday environment
- Rules and conventions of typesetting
- Typographers past and present

## ATTENDANCE

Since this is a studio class, attendance is vital. More than three absences, excused or otherwise, will result in the loss of one letter grade—that is, the student will not earn any part of the 10% listed below for participation. More than five absences will result automatically in a failing grade. Students are expected to arrive on time and remain until class is dismissed. Three tardy arrivals or early departures equal one absence. If announced in advance, failure to bring supplies to class will be counted as an absence. Attendance will be taken promptly every class period. Attendance at critiques is mandatory. Absence on critique day will result in a *failing grade* for the project; a doctor's note will be required in order to excuse absence due to illness on critique days.

## GRADING AND 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. A project description sheet will accompany each new assignment, detailing the specific requirements and grading criteria for each. Projects are due at the beginning of the class period on the assigned due date. Please do not turn in a project after the specific deadline, as *no late projects will be accepted*. Failure to meet deadlines will result in a *zero*. Only in the case of extreme situations that are called to my attention in advance can something be arranged. These excuses must be accompanied with proof. Always plan ahead.

The final grade will result from:

- Four major projects: 80%
- Two smaller exercises: 10%
- Participation: 10%

*Participation means:* bring requested supplies to class, complete and bring with you out of class assignments, contribute constructive feedback during critiques, be prepared to discuss assigned readings, act professionally, be punctual and meet project deadlines.

## **PROCESS**

You are required to keep a Process Book (3 ring binder) to document your progress throughout the semester. The process book is used for practice exercises, brainstorming (in and out of class), taking notes and keeping any other material having to do with the course. On final critique day all process work relating to the current project will be turned in and will be factored in to your grade (Development & Process). Think on paper and with your hands. You are strongly encouraged to collect interesting samples of type, images, shapes, and photocopied materials and glue them in the book.

## **REQUIRED SUPPLIES**

3 Ring Binders (1 inch)  
18 inch or longer metal ruler (t-square preferred)  
Triangle (not pocket sized)  
Black ink pens (micron)  
Prisma grayscale markers (light, medium, dark)  
X-Acto knife and #11 blades  
Self-healing cutting mat, 9x12 or larger  
Masking tape  
Tracing paper pad (8 1/2 x 11 preferred)  
Super 77 permanent adhesive spray  
Black foam board for mounting (as needed)  
Access to a camera (no ink jet prints)  
Photocopies as needed (expect about \$30)  
*Note: Additional supplies may be needed as semester progresses*

## **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 when requesting accommodation. The ADA office ([www.ada.ufl.edu](http://www.ada.ufl.edu)) is located in Room 232 Stadium (Phone: 392-7056 / TDD: 846-1046).

## **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 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. A detailed list of disruptive conduct may be found at <http://www.aa.ufl.edu/aa/Rules/1008.htm>.

## **HONESTY POLICY**

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains an 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.  
<http://www.dso.ufl.edu/judicial/academic.htm>

### **ANIMAL USE POLICY**

Use of animals in projects is strictly regulated. For more information, see  
<http://www.arts.ufl.edu/resources/forms/formsI.html>

### **STUDIO NOTES**

- Please eat lunch before or after class, not during. Consistent disregard for this request will result in a heavy penalty in your participation grade.
- Cell phones and pagers should be turned off before entering the classroom. No text messaging!
- Clean up after each class: studio supplies, scrap paper, trash, and food/drink containers should not be left behind.
- Always be open and constructive. Critique ideas not people.

Computer software and Internet use are regulated by University policy:  
<http://www.circa.ufl.edu/computers>  
<http://www.it.ufl.edu/policies/aupolicy.html>

### **GUIDELINES FOR CRAFT**

Be able to answer "yes" to the following questions:

- *If I'm mounting white paper on black board, did I first mount the paper onto lightweight bristol board or some other heavy, white paper?*
- *Are all the corners on both the image panel(s) and the mat board square?*
- *Are all the measurements correct? (Is this project the required size?)*
- *Are all the edges clean—no waves, nicks, or marks from a dull blade?*
- *Have all the crop marks (on image panels) and alignment marks (on mat board) been erased?*
- *Is the project covered with a piece of tracing paper that has been trimmed to size and secured on the back with masking/drafting tape?*

Be able to answer "no" to the following questions:

- *Is there any visible adhesive?*
- *Are there any bent corners on the mat board?*
- *Are there any wrinkles in the paper/image panels?*
- *Are the image panels falling off the mat board?*

### **ADDITIONAL RESOURCES**

Magazines:

*Baseline*

*Print*

*Communication Arts*

*HOW*

*CMYK*

Books:

*The American Heritage Dictionary*

*The Elements of Typographic Style*

*Stop Stealing Sheep & Find Out How Type Works*

*Design Language*

*Typographic Design: Form and Communication*