



COURSE OUTLINE: GRD303 - TYPOG DIGIT MEDIA 1

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Approved: Bob Chapman, Chair, Health

Course Code: Title	GRD303: TYPOGRAPHY FOR DIGITAL MEDIA 1
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Academic Year:	2023-2024
Course Description:	This course will allow the senior student to develop expertise in using typography in a digital environment. Participants will become well versed in the specific nuances involved in using typographic content in a digital environment as well as print. Students will focus on visual concepts in dealing with type in many situations and explore pushing the boundaries of legibility and readability of type.
Total Credits:	6
Hours/Week:	6
Total Hours:	84
Prerequisites:	GRD203
Corequisites:	There are no co-requisites for this course.
This course is a pre-requisite for:	GRD403, GRD406, GRD407
Vocational Learning Outcomes (VLO's) addressed in this course:	1094 - DIGITAL MEDIA
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.
	VLO 2 Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.
	VLO 3 Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.
	VLO 4 Design, develop and create a variety of media products using relevant, current and/or emerging technologies.
	VLO 5 Communicate ideas, design concepts and opinions clearly and persuasively to others.
	VLO 6 Use recognized industry practices throughout the design process and related business tasks.
	VLO 7 Plan, implement and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.
	VLO 8 Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.
	VLO 9 Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.



	VLO 10 Assess, select and use a variety of digital media technologies when developing design solutions.
Essential Employability Skills (EES) addressed in this course:	<p>EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 3 Execute mathematical operations accurately.</p> <p>EES 4 Apply a systematic approach to solve problems.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p>
Course Evaluation:	<p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>
Other Course Evaluation & Assessment Requirements:	<p>Assignments = 100% of final grade Assignments will be weighted equally and will constitute 100% of the students final grade. A missing assignment is equivalent to course objectives not achieved which results in an F (fail) grade for the course.</p> <p>Lates: An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade.</p> <p>If an assignment deadline is missed the student MUST immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.</p> <p>A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.</p> <p>Fail: A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory D grade level or in which the directions have not been followed correctly.</p> <p>Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor immediately to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.</p> <p>Maximum grade for a failed assignment is C (65%).</p>

If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

Extensions Policy: Will only be granted based on the following terms:

Extension request is at least 24 before the posted deadline for a specific assignment. No extension will be granted after the 24 hours has lapsed.

The student must be in attendance for all classes.

The student must take part in class discussion and critiques (showing progress in each critique class).

Being late and/or leaving early from class may warrant a refusal of extension by the faculty.

From time to time the results of student projects assigned during the duration of this course may be used for college promotional purposes. Where possible credit for the work will be provided (student name) in conjunction with the display of the work.

Original sources and copyright owners of all imagery used in projects by students for educational purposes must be documented and submitted as part of a bibliography for each assignment. In the event that borrowed imagery (stock photos and illustrations) are not to be used for promotional purposes the college reserves the right edit the work to replace those images with those that are within the terms of copyright agreements suitable for college promotion.

Other than a name credit no additional compensation will be provided to the student for the use of their work on college promotional materials.

Opting out

It is assumed that all student completed as part of a Sault College course work will be eligible for consideration however, if a student wishes to not allow the college to use their work the student is required to write a letter to the coordinator indicating their intention to opt out of this initiative. There will be no penalty applied to the student for opting out of this plan.

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Apply typographic skills and knowledge to create effective and meaningful visual communications.	1.1 Create layouts that effectively balance type and imagery. 1.2 Effectively use proportions and counter form to create interesting and unique compositions. 1.3 Manipulate and modify type to create strong structure and hierarchy. 1.4 Demonstrate a sensitivity for text composition and evaluate layouts for consistency and proper visual message. 1.5 Use typographic rhythm and consistency to effectively convey intended message in an organized and efficient way. 1.6 Use typography in proper timing within appropriate media viewing. 1.7 Analyze media options and select appropriate type formats, layout, and scale.
Course Outcome 2	Learning Objectives for Course Outcome 2
2. Apply grid systems to create visually organized type layouts.	2.1 Understand how typographic grids can manipulate type to create interesting and unique compositions. 2.2 Apply grids to create and explore different layout possibilities. 2.3 Use grids to structure and organize design elements to



		create proper visual communication to an appropriate target audience. 2.4 Analyze and evaluate the effectiveness of using different grid layouts with the same content.
	Course Outcome 3	Learning Objectives for Course Outcome 3
	3. Communicate effectively, credibly, and accurately with clients supervisors and coworkers and target audiences within a typographic context.	3.1 Document and cite sources for information on a project. 3.2 Clearly communicate the intent of a typographic project in the form of a written design statement. 3.3 Use learned principles to justify and support design/typographic decisions.
	Course Outcome 4	Learning Objectives for Course Outcome 4
	4. Apply effective business practices and project management skills appropriate to the position of a typographic designer.	4.1 Demonstrate an ability to effectively manage time in the classroom and meet project deadlines. 4.2 Demonstrate the ability to professionally and cleanly present work and projects in an organized and easy to follow manner. 4.3 Analyze project objectives and ensure adherence to deadlines, media limitations, and project parameters.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Projects	100%

Date:

August 3, 2023

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

