

COURSE OUTLINE

**Sault College of Applied Arts and Technology
Sault Ste. Marie, Ontario**

Course Title: _____ Lettering I _____

Course Code #: _____ ADV 100-4 _____

Program: _____ Advertising Art & Graphic Design _____

Semester: _____ One _____

Date: _____ Fall 1997 _____

Previous Outline Date: _____ September 1996 _____

Author: _____ Ruth Morrison _____

Total Credits:04 credits **Course Length:**16 weeks
Total Class Hours:48 (3 hrs /wk) **Total Credit Hours:**64 hours

Pre-requisite(s): College and program admission requirements.
University admission requirements (Bachelor of Arts Fine Arts
Studies Degree Program)

Dean Approval: Judith Morrison **Date:** June 1997

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COURSE DESCRIPTION:

This course introduces graphic students to the history, principles, and use of letterforms in communication and covers such areas as typefaces, type families, and typestyles. Students bring to their lettering design solutions an understanding of such issues as letter formations and proportions, spacing, legibility, optical effects, and the accurate application of visual language skills.

LEARNING OUTCOMES & ELEMENTS OF THE PERFORMANCE:

A) Learning Outcomes:

- 1) *Demonstrate the use of traditional, technical design instruments and media, using appropriate degrees of detail and quality.*
- 2) *Demonstrate the ability to apply basic lettering skills and knowledge to begin to create fundamental but effective visual communications.*
- 3) *Develop and implement solutions to basic design problems.*
- 4) *Apply appropriate, effective, and professional practices in the classroom studio setting.*

B) Learning Outcomes and Elements of the Performance:

Upon successful completion of this course, the student will:

- 1) *Demonstrate the use of traditional, technical design instruments and media, using appropriate degrees of detail and quality.*

Potential elements of the performance:

- *Demonstrate the use of inking edges of design instruments with the ruling pen to create crisp, sharp edges on letterforms, where required.*
- *Demonstrate the use of the paint brush and acrylic paint and/or ink to apply several light coats of paint/ink to fill letterform design shapes so they appear flat, consistent, and clean.*
- *Demonstrate use of the technical pen on illustration board using a high degree of detail and quality.*
- *Apply skill and attention to detail in cleaning up edges and minimizing errors.*

- 2) *Demonstrate the ability to apply basic lettering skills and knowledge to begin to create fundamental but effective visual communications.*

Potential elements of the performance:

- *demonstrate knowledge of the history and principles of letterform design.*
- *demonstrate knowledge of basic letterform terminology.*
- *apply letterform skills and knowledge to create original designs.*
- *demonstrate the ability to achieve desired impact through application of letterform skills and abilities including selection, legibility, spacing.*

- 3) *Develop and implement solutions to basic design problems.*

Potential elements of the performance:

- *demonstrate a command of the design process from research and analysis through to appropriate levels of presentation (e.g. thumbnails, layouts, comprehensives) to the final product (finished illustration board).*
- *execute designs according to instructions using traditional media.*
- *demonstrate analytical ability in problem solving re design parameters and limitations.*
- *render all preliminary studies (thumbnails, layouts, comprehensives) and final presentations using appropriate degrees of detail and quality.*

- 4) *Apply appropriate, effective, and professional practices in the classroom studio setting.*

Potential elements of the performance:

- *demonstrate organizational skills such as scheduling, prioritizing, planning, and time management.*
- *demonstrate the ability to work within project restrictions and time limitations.*
- *make effective design presentations, as per instructor specifications regarding directions and quality.*

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TOPICS:

- 1) History of letterforms.
- 2) Formation of the basic *skeleton* roman alphabet.
- 3) Use of the grid in letterform formation.
- 4) Principles of letterforms - typefaces, type families, type styles.
- 5) Letterform proportion.
- 6) Spacing - positive and negative space.
- 7) Optical effects in letterforms.
- 8) Letterform terminology.
- 9) Basic elements of preparing artwork for design presentation approval purposes for client or art director (research, thumbnails, layouts, comprehensives of varying degrees of quality and detail).
- 10) Professional presentation techniques.
- 11) Professional practices.

REQUIRED RESOURCES & MATERIALS:

The following items from the portfolio kit will be used throughout this course:

For preliminary design studies:

coloured pencils
markers
bond paper
layout paper
drawing pencils

For finished design presentations:

ruling pen	compass
set squares	acrylic paints
french curves	paint mixing tray
flexible curve	paint brushes
ruler	technical pen
drawing pencils	india ink

Students will need to purchase # 27 illustration board, construction paper for cover stock, and matte board for presentation purposes for the letterform design presentations throughout this course. These items are available in the college's Campus Shop.

Required text:

Designing With Type - A Basic Course in Typography by James Craig.

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COURSE EVALUATION

ASSIGNMENTS = 100 % of Final Grade

Assignments will constitute 100% of the student's final grade in this course. Assignments will be evaluated according to the following, in accordance with college policies:

A+	(Numerical Equivalent 4.00)	-	Outstanding Achievement
A	(Numerical Equivalent 3.75)	-	Above Average Achievement
B	(Numerical Equivalent 3.00)	-	Average Achievement
C	(Numerical Equivalent 2.40)	-	Satisfactory/Acceptable Achievement
I	(Numerical Equivalent 0.00)	-	Incomplete/Unsatisfactory Achievement

All assignments are required to be successfully completed to meet the objectives of the course. A missing assignment is equivalent to course objectives not achieved, which results in an "R" (Repeat) grade for the course.

DEDUCTIONS - LATES & INCOMPLETES:

Lates:

- An assignment is considered late if it is not submitted at the time and on the date specified by the instructor.
- A Late assignment is due within one week of the due date and will be penalized by a 5 % deduction from the final grade.
- A Late assignment submitted after the one week timeframe will be penalized 10 % each week it is overdue.
- Maximum grade for a Late assignment is " C ".
- A Late assignment which is not executed to a minimum C (satisfactory) level will be assigned an Incomplete grade with additional penalties outlined below.

Incompletes:

- An Incomplete grade is assessed to an assignment which has not been executed to a minimum satisfactory (C grade) level or in which the directions have not been followed correctly.
- An Incomplete assignment must be entirely re-done or corrected according to the instructor's specific instructions and re-submitted within one week
- An Incomplete assignment submitted within one week will be penalized by a 5 % deduction from the final grade.
- An Incomplete assignment submitted after the one week timeframe will be penalized 10 % each week it is overdue.
- Maximum grade for an Incomplete assignment is " C ".

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Preliminary Studies:

- Most studio assignments entail preliminary or intermediate steps such as thumbnails, roughs, and preliminary composite layouts.
- These intermediate steps are evaluated by the "S" (Satisfactory) and "U"(Unsatisfactory) system and are submitted according to timelines established by the instructor.
- Preliminary studies must be evaluated as "satisfactory" in order to continue to the next step in an assignment.
- Late preliminary studies will be penalized in the same manner as Late assignments.

ATTENDANCE:

- 80% attendance is mandatory. A **maximum of 3 classes absent** (total 9 hours) will be tolerated.
- There will be a **10 % penalty** deduction from the final grade for each class missed after the maximum allowed of 3; a **5 % penalty** deduction will be assessed for half classes missed (before or after the break).
- A student who arrives any time after the class has begun will be assessed a **late** penalty of a half class missed - **5 %** deduction from final grade.

FINAL GRADE:

The final grade will be assessed according to the following, in accordance with college policy:

Total Points:	Final Grade
90 - 100	A +
80 - 89	A
70 - 79	B
60 - 69	C
0 - 59	R

- It is the student's responsibility to ensure that all assignments, including preliminary studies, are submitted on time and that the instructor has seen the completed assignment before it is submitted to ensure that all directions have been followed correctly.

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MIDTERM ("S" or "U"):

Midterm grades are "S" for Satisfactory progress, and "U" for Unsatisfactory progress. Unsatisfactory progress in two or more courses requires an appointment with the Program Co-ordinator or the School's Dean.

SPECIAL NOTES:

Homework:

Because this course is 4 credits delivered in a 3 hour supervised studio format, the equivalent of one hour per week minimum of homework will be expected outside the scheduled studio class.

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs Office, Room E1204, so that support services can be arranged for you.

Retention of Course Outlines:

It is the responsibility of the students to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

Prior Learning Assessment:

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful demonstration of learning outcomes via the following:

- transcript and course descriptions/outlines from another institution.
- interview and portfolio presentation.

