

ADV 230 - 4: Typography

Pre-requisites:

ADV 110 Lettering II, ADV 113 Graphic Design II,
ADV 111 Illustration II, ADV 112 Experimental Media Techniques II

The instructor reserves the right to modify the course as to project timeframes or content as he/she deems necessary.

GOALS AND OBJECTIVES:

This course is specifically designed to introduce the student to the language of the print trade. A thorough study will be conducted on the origins of typesetting to the present day's discovery of computer graphic typesetting. The student will learn to read type sizes and to fit various sizes of type into specific areas enabling them to have total control over the look and feel of an advertisement.

LEARNING ACTIVITIES:

The Student will :

- 1) explore the effective use of typesetting in determining proper font selection and size.
- 2) study various typefaces and their characteristics.
- 3) effectively use body text as a design unit.
- 4) make effective use of typographical terminology.
- 5) effectively use display type
- 6) demonstrate impeccable craftsmanship and presentation skills.
- 7) work to their best ability within established timelines, as required in the graphics industry.

STUDENT PERFORMANCE OBJECTIVES :

At the successful completion of this course, the student will be able to :

- 1) demonstrate a knowledge of various typefaces, their history, and characteristics.
- 2) be knowledgeable about type terminology and common characteristics.
- 3) distinguish between body size and point size.
- 4) distinguish between display type and body type.
- 5) determine what is meant by ' x height '.
- 6) determine the maximum size for body text.
- 7) determine what is meant by the term ' leading ' and effectively use it in body text.
- 8) distinguish between points and picas, and how they are used in measuring body text.
- 9) demonstrate what is meant by an EM QUAD , EN QUAD , 3 - to - the - EM , 4 - to - the - EM, 5 - to - the EM, and 6 - to - the - EM.
- 10) competently recognize the significance of the ' fraction' in measuring body text. (what does the top part of the fraction represent as opposed to the bottom part).
- 11) demonstrate the ability to character count.
- 12) demonstrate the ability to mark up a ' spec. sheet '

* required textbook : 'Designing with type'-a basic course in typography by James Craig

EVALUATION PROCESS / GRADING SYSTEM:

Assignments = 88 % of Final Grade

Assignments will constitute 88% of the student's final grade in the course. Assignments will be evaluated according to the following, in accordance with college policies:

A+	(Numerical Equivalent 4.00)	-	Consistently Outstanding
A	(Numerical Equivalent 3.75)	-	Outstanding Achievement
B	(Numerical Equivalent 3.00)	-	Consistently Above Average Achievement
C	(Numerical Equivalent 2.40)	-	Satisfactory/Acceptable Achievement
I	(Numerical Equivalent 0.00)	-	Incomplete/Unsatisfactory Achievement
R	(Numerical Equivalent 0.00)	-	Repeat - objectives of course not achieved and course must be repeated

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.

Incomplete and Late Assignments = 12 % of Final Grade

A maximum of 6 Incomplete and/or Late assignments total will be tolerated. A 7th Late and/or Incomplete assignment results in an "R" (Repeat) grade for the course. Each Late and Incomplete grade will deduct 2% from the final grade up to a maximum of 12%. Please note that Late preliminary studies (i.e. thumbnails, layouts, comprehensives, roughs, etc.) will be deducted 2% from the final grade also.

An Incomplete assignment ("I" grade) is considered missing or outstanding until it is re-submitted. Late and Incomplete assignments will be assigned a maximum "C" grade. Late and Incomplete assignments, which have been assigned "C" grades, cannot be re-submitted in an attempt for a higher grade. Other assignments (in the B and C category) are eligible to be re-submitted in an attempt to achieve a higher grade.

Students have one week in which to submit Late or re-submit Incomplete assignments to the instructor to avoid an "R" (Repeat) grade for the course. Late assignments are due on or before the following class/week and Incomplete assignments are to be re-submitted on or before the class/week following the instructor's return of the Incomplete project to the student. The instructor will usually indicate on the back of the Incomplete project the date by which it should be re-submitted. A 2% deduction will take place for each week an assignment is late or each week an incomplete assignment is outstanding. These deductions are included in the 6 maximum allowed for the course up to 12%.

Preliminary Studies: Most studio assignments entail preliminary or intermediate steps such as thumbnails, roughs, comprehensives, and preliminary 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. Note that late preliminary studies will result in a 2% grade reduction.

This policy simulates the commercial graphic art industry in that design projects require step-by-step approval of either the client or the art director or both and must be executed on time to exacting deadlines.

Attendance:

80% attendance is mandatory. A maximum of 3 classes absent (total 9 hours) will be tolerated; A student who is absent beyond 3 classes will receive an "R" (Repeat) grade for the course. This includes half classes missed (absent either before or after the "break").

A student who is late for a studio class will be assessed a half class absence. Late constitutes the arrival of a student anytime after the class has begun. A student who leaves a studio class early, without notifying the instructor, will be assessed a half class absence.

A student who submits a completed assignment before or at the beginning of a studio session in which that project is due, and does not attend or leaves the class, will not be considered absent for that class, provided that:

- the final step of the assignment has been completed satisfactorily
- all preliminary studies have been submitted satisfactorily within established timelines
- the completed assignment has been assessed as satisfactory for submission by the instructor

The student will be considered absent from the class the project is due if the project has not been submitted satisfactorily as per guidelines above. If submitting a project before the established deadline, always ensure that the assignment is submitted to the instructor in person and that the instructor has the opportunity to OK the assignment for submission (this helps to avoid Incomplete evaluations on assignments).

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

NB - Students who receive no higher than C grades on assignments should note that 8% out of the total 12% for LATES and INCOMPLETES is required to achieve a passing grade (C = 60 %).

Students should ensure that all assignments, including preliminary studies, are in on time and that the instructor has seen the completed assignment before it is submitted for evaluation to make sure that all instructions have been followed accurately.

If you are experiencing problems with the established timeline for some reason, please let the instructor know ahead of time. Allowances will be made for legitimate extenuating circumstances, at the discretion of the instructor.

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.