

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



Sault College

**COURSE OUTLINE**

**COURSE TITLE:** TYPOGRAPHY

**CODE NO. :** ADV 2300 - 04                               **SEMESTER:** THREE

**PROGRAM:** GRAPHIC DESIGN

**AUTHOR:** TERRY HILL

**DATE:** SEPT 2002   **PREVIOUS OUTLINE DATED:** SEPT 01

**APPROVED:**

_____	DEAN	_____
DATE		DATE

**TOTAL CREDITS:** 04 CREDITS

**PREREQUISITE(S):** ADV 110, ADV 113, & ADV 111

**Hours/Week**                   3 hours class  
                                        time per week

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*For additional information, please contact*  
*School of Engineering Technology and Trades*  
*(705) 759-2554, Ext. 485*

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**I. COURSE DESCRIPTION:**

This course is specifically designed to introduce the student to the typographic language of the Graphic Design profession. A thorough study will be conducted on the origins of typography and typesetting through to the recent advances in today's electronic design environment. The student will learn to read type sizes and typographic specifications. They will learn to fit and size typography into specific areas enabling them to have total control over the look and feel of any typographic design piece. This course will delivered in the macintosh lab with designs being executed in Quark Express and Pagemaker. Students will be expected to take advantage of unsupervised time in the traditional studio to execute preliminary studies for projects.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. Demonstrate a knowledge of the historical aspects of typography

Potential Elements of the Performance:

- Apply the knowledge of the history of type to new design solutions
- Demonstrate an understanding of modern type terminology based on historical references

2. Demonstrate a knowledge of typographic terminology

Potential Elements of the Performance:

- Apply typographic terminology to specification sheets
- Demonstrate an ability to verbally describe typography using industry terminology.
- Demonstrate an ability to follow written specifications to produce a piece of artwork for printing.

3. Develop and implement solutions to basic design /typographic problems.

Potential Elements of the Performance:

- demonstrate a command of the design process from research and

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analysis through to appropriate levels of presentation ( e.g. thumbnails, layouts, comprehensives )

- 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.
- demonstrate an ability to use typography effectively in design solutions

4. Demonstrate an ability to successfully use typography in a design solution.

Potential Elements of the Performance:

- execute designs that use typography in a visually sensitive and appropriate manner
- demonstrate the ability to communicate design concepts through the use of typography
- produce effective typographic designs that are “readable” and “legible”
- Demonstrate an ability to communicate ideas to a target audience using typographic design.

5. Demonstrate the ability to render and specify typography to effectively communicate instructions to a typesetter or production artist.

Potential Elements of the Performance:

- Apply learned typographic design terminology and skills to layouts and specification sheets
- demonstrate an ability to clearly and concisely write instructions and type specifications .
- Demonstrate the ability to prepare clean crisp typographic layouts of design concepts.
- Demonstrate the ability to “mark-up” layouts with typographic instructions.

6. Apply appropriate, effective, and professional practices in the classroom studio setting.

Potential Elements of the Performance:

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- 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.

### III. TOPICS:

1. A brief history of type and type design and how it applies to today's typography
2. Use of the formal and informal grid layout system
3. Use of other measurement units ie. picas, points, agates
4. Clear and concise presentation of typographic directions i.e "markup"
5. Solving typographic problems
6. Typographic terminology and tools.
7. Communicating ideas and concepts with typography.
8. Professional typographic presentation techniques.
9. Professional practices

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**IV. REQUIRED RESOURCES/TEXTS/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	gouache or 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.

For archiving electronic files students will need to purchase 100Mb zip discs or burn files to recordable CD's for storage and retrieval.

**Required text:**

Designing With Type - A Basic Course in Typography by James Craig. 4<sup>th</sup> edition

Suggested reading – A Typographic Workbook, A primer of history, techniques and artistry by Kate Clair

**V. EVALUATION PROCESS/GRADING SYSTEM:**

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
R (Repeat)	59% or below	0.00

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CR (Credit)	Credit for diploma requirements has been awarded.
S	Satisfactory achievement in field placement or non-graded subject areas.
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies &amp; Procedures Manual – Deferred Grades and Make-up</i> ).
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has been impossible for the faculty member to report grades.

**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:

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 will be penalized by a 5 % deduction for each week it is late. The total penalty will be deducted from the final grade eg 3 weeks late = 15 % deduction from the final grade.
- 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.

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**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 will be penalized by a 5 % deduction from the final grade.
- Maximum grade for an Incomplete assignment is " C " .
- Incomplete assignments not submitted within the one week timeframe will be subject to 5 % late deductions for each week they are overdue.

**Preliminary Studies:**

- All assignments require preliminary or intermediate steps such as thumbnails, roughs, and preliminary comprehensive layouts.
- These intermediate steps are evaluated according to criteria established by the instructor and submitted according to established timelines. The final grade for each assignment will be an average of the grade achieved for all stages of the assignment. This reinforces the importance of the preliminary stages of each project.
- Preliminary studies which are late or incomplete will be subject to the same penalty deductions as final presentations. Maximum grade for late or incomplete preliminary studies is "C".

**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.

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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.

**VI. SPECIAL NOTES:**

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.



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**Research:**

Students are required to use extensive research methods for obtaining proper visual references in the brainstorm/ideation process for design problem-solving. Research materials are welcome in the classroom to assist in the development of images. However, the direct copying of research reference is strictly prohibited by copy infringement laws. Wherever possible, the student should use real life visual reference rather than relying on existing two-dimensional imagery.

**Homework:**

This is a 4 credit course delivered in a 3 hour supervised studio format,. Students will be expected to complete homework as required by the demands of the assignments. Unsupervised time is available in the G2000 traditional studio for completion of preliminary studies. Students are expected to take advantage of open studio times to complete homework assignments

**Course Expectations:**

Significant learning takes place in the classroom through an interactive learning approach; therefore, students are expected to attend all classes and to inform the instructor of an anticipated absence.

**VII. 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 completion of the following:

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

**VIII. DIRECT CREDIT TRANSFERS:**

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean’s secretary. Students will be required to provide a transcript and course outline related to the course in question.