

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: LETTERING I
CODE NO. : ADV 100 **SEMESTER:** 1
PROGRAM: GRAPHIC DESIGN
AUTHOR: FRANK SALITURI
DATE: 03F **PREVIOUS OUTLINE DATED:** 02F
APPROVED:

DEAN **DATE**
TOTAL CREDITS: 4
PREREQUISITE(S): COLLEGE AND PROGRAM ADMISSION
REQUIREMENTS
HOURS/WEEK: 3

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*For additional information, please contact Colin Kirkwood, Dean
School of Technology, Skilled Trades & Natural Resources
(705) 759-2554, Ext. 688*

I. COURSE DESCRIPTION:

This course introduces graphic design 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.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

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 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) to the final product (finished illustration board).
- execute designs according to instructions using traditional media.
- demonstrate analytical ability in problem solving re design parameters.
- render thumbnails, 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.

III. 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.

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
 india ink

For finished design

t-square	compass
set squares	acrylic paints *
french curves	paint mixing tray
flexible curves	paint brushes
ruler	technical pen

* Note: Due to the lack of proper health and safety features of the design studio, no oil based paints are to be used in this course. Only water based acrylic paints will be used.

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

Required text:

A Typographic Workbook: A Primer to History, Techniques, and Artistry.

V. EVALUATION PROCESS/GRADING SYSTEM:**Assignments = 100% of final grade**

Assignments will constitute 100% of the student's final grade in this course. A missing assignment is equivalent to course objectives not achieved which results in an "R" (repeat) grade for the course.

DEDUCTIONS – LATES AND INCOMPLETES**Lates:**

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 5% deduction for each week that it's late. The total late penalty will be deducted from the final grade. Eg. 3 weeks late = 15% deduction from 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.

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 resubmitted 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.

Attendance:

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes and inform the instructor of an anticipated absence. Attendance is mandatory for this course to ensure the course requirements and objectives are met. A total absence of 3 classes for the semester will be tolerated. After 3 absences penalties will take effect, an additional 10% will be deducted from the final grade for this course per class missed.
 i.e. 4 classes missed = 10% deduction from final grade
 5 classes missed = 20% deduction from final grade

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.

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
F (Fail)	59% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	

NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

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 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/program, as may be decided by the professor/dean. 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.

Course outline amendments:

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.

Research:

Students are encouraged 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 four credit course delivered in a 3 hour supervised format. It is expected that a minimum of one-hour homework be done each week.

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 professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

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.