

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Typography 3

CODE NO. : ADV 236-04 **SEMESTER:** 08F

PROGRAM: Graphic Design

AUTHOR: Terry Hill

DATE: June 2008 **PREVIOUS OUTLINE DATED:** June 2007

APPROVED:

	_____	_____
	CHAIR	DATE

TOTAL CREDITS: 4 credits

PREREQUISITE(S): ADV 136

HOURS/WEEK: 3 hours class time per week

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For additional information, please contact Brian Punch, Chair
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I. COURSE DESCRIPTION:

This course is specifically designed to polish the students' skills in typography and build on basic skills learned in Typography 1 and 2. Using an electronic environment as well as traditional ideation sketches, students will solve increasingly complex typographic problems. The student will learn 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 current page layout software. 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. Identify design problems, plan and document design solutions

Potential elements of the performance

- Use provided documentation structure to document design problem statements
- Develop a project plan to guide design research and creativity
- Demonstrate an ability to follow plan to achieve creative solutions, document design process and record sources for design research
- Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.
- Demonstrate an ability to include user testing methods as required in design process and document the results.

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 design /typographic problems.

Potential Elements of the Performance:

- 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 design and typeset type in a professional and manner.

Potential Elements of the Performance:

- Apply learned typographic design terminology and skills to layouts and specification sheets

- Demonstrate an ability to use software to manipulate type accurately .
 - Demonstrate the ability to prepare clean crisp typographic layouts of design concepts.
 - Demonstrate an ability to pay attention to fine typographic details such as kerning, letterspacing, special characters, ligatures, and accents.
6. 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. Research and design documentation skills
2. A brief history of type and type design and how it applies to today's typography
3. Use of the formal and informal grid layout system
4. Use of other measurement units ie. picas, points, agates
5. Clear and concise presentation of typographic directions i.e "markup"
6. Solving typographic problems
7. Typographic terminology and tools.
8. Communicating ideas and concepts with typography
9. Professional typographic presentation techniques including the use of special characters, ligatures, accents, and designing large bodies of text
10. 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

For finished design presentations:

set squares	compass	
	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 recordable CD's for storage and retrieval. The use of currently available memory sticks or ipod's for file transfers are also encouraged

Required text:

Typographic Design: Form and Communication Third Edition by Carter , Day, Meggs ISBN 0-471-38341-4

Suggested reading

A Typographic Workbook, A primer of history, techniques and artistry by Kate Clair
The Mac is Not a Typewriter, Second edition by Robin Williams ISBN 0-201-78263
Designing With Type - A Basic Course in Typography by James Craig.
 4th edition:

V. EVALUATION PROCESS/GRADING SYSTEM:

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:
 This course will be evaluated in terms of a letter grade indicating overall performance in this class. All assignments are of equal weighting and the total sum of grades achieved by the student will be averaged to determine the final grade assessment
 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 "F" (Fail) grade for the course.

Assignment Breakdown

overall quiz grade (5 quizzes)	/100
assignment 1 - portrait	/100
assignment 2 - compositions	/100
assignment 3 – ABA form/grids	/100
assignment 4 - grids and alignments 1	/100
assignment 5 - grids and alignments 2	/100
average	/100
deductions (late assignments (-5%/week), absents over 3 (-10/class missed))	-%
final grade*	% - see course outline for
grade equivalent.	

The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
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 professor and/or the Special Needs office. Visit Room E1101 or call Extension 703 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.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of "academic dishonesty" in *Student Code of Conduct*. 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.

Deductions – Lates and F grades

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 its 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 D (satisfactory) level will be assigned an

incomplete grade with additional penalties outlines below.

Fail (F) grades

A failing grade 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.

A failing grade assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within a timeframe specified by the Professor.

A failing grade assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for a resubmitted failing grade assignment is "C"

Failed (F grade) assignments not submitted by the specified deadline will be subject to 5% late deductions for each week they are overdue.

Homework

This is a four credit course delivered in a 3 hour format. A minimum of one hour homework per week can be expected with more time needed on larger assignments.

Attendance

Significant learning takes place within the classroom environment. It is imperative that student attend and be present for each class in its entirety.

A total of three absences will be tolerated during the semester with no penalty. It is the student's responsibility to catch up on missed work.

Absences in excess of three per semester will be penalized by a 10% deduction from the final grade for each class missed.

Attendance will be taken by the professor at the start of each class and at the midpoint of each class. Students leaving class early will be considered absent for one half class. Students arriving to class after the opening lecture given at the start of each class will also be considered absent for half of a class.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit Form from the program coordinator (for course-specific courses), or the course coordinator (for general education courses), or the program's academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

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