SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

Sault College

COURSE OUTLINE

COURSE TITLE:	Typography 3		
CODE NO. :	ADV 236	**SEMESTER:**	3
PROGRAM:	Graphic Design		
AUTHOR:	Terry Hill		
DATE:	May 09	**PREVIOUS OUTLINE DATED:** June 08	
APPROVED:		"B. Punch"	

_____   _____
CHAIR   DATE

TOTAL CREDITS:	4
PREREQUISITE(S):	ADV 136
HOURS/WEEK:	3 hours class time per week

Typography 3   ADV 236

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.

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.

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.
      Demonstrate the ability to use typographic and layout skills to organize information effectively on the page.

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 how it works in today's typography
3.   Use of formal and informal grid layout systems
4.   Use of measurement systems i.e metric, imperial, agates, pixels
5.   Solving typographic problems
6.   Communicating ideas and concepts with typography
7.   Professional typographic presentations techniques including the use of special characters , ligatures, accents and designing large bodies of text
7.   Professional practices

IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:

Supplies from the program portfolio will be required for each class. Students will be required to replace consumable items as individual project needs warrant.

Students are also encouraged to experiment with whatever other media they chose not included in the kit as long as they are not solvent or oil based

Spray fixative may need to be used on pastel drawings – this must be applied outside of the building in a well ventilated area. Spray fixative and Spray glue pose a health hazard to the artist and others and will not be used inside the college building under any circumstances.

* 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, 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 = 100% of final grade

Final evaluation for this course will be a letter grade as outlined below.

Assignments will be weighted equally and will constitute 100% of the student's final grade. 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 -	/100
assignment 2 – typeface construction	/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%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% 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.

=

DEDUCTIONS – LATES AND FAILS

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 deduced 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 a fail grade with additional penalties outlines below.

Fail:
A fail grade (F) 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 failed assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within one week.

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

Maximum grade for a failed assignment is "C"

Failed 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.

Resubmission policy

- Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.

- an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.

- an assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the section for Lates and Fails in this outline.

- the resubmitted project must be accompanied by the original project and the original evaluation sheets (with written indication of grade breakdown) provided by the professor

- assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.

- Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted

- it must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice, and achievement of learning outcomes achieved by the student during later sessions in the semester.

- When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade

- Assignments will not be accepted for resubmission to include preliminary studies. Preliminary studies should be completed before the commencement of work on final comprehensives and as such will only be considered for evaluation on or before the original submission. Assignments resubmitted to include preliminaries must be completely re-done and have a new creative direction for evaluation.

VI.   SPECIAL NOTES:

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.

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.

Prior Learning Assessment:
Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

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

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

Disability Services:
If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

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*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade "C", (iv) make an automatic assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. 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.

Student Portal:
The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to https://my.saultcollege.ca.

Electronic Devices in the Classroom:
Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

Attendance:
Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. *It is the departmental policy that once the classroom door has enclosed, the learning process has begun. Late arrivers will not be granted admission to the room.*
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

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of *November* will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.