SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

SAULT COLLEGE

COURSE OUTLINE

COURSE TITLE:	TYPOGRAPHY I

CODE NO. :	GRD 103	**SEMESTER:**	1

PROGRAM:	GRAPHIC DESIGN:DIGITAL MEDIA
AUTHOR:	FRANK SALITURI

DATE:	MAY 16	**PREVIOUS OUTLINE DATED:**	

APPROVED:	Colin Kirkwood	June/16
	_____	_____
	DEAN/CHAIR	**DATE**

TOTAL CREDITS:	6
PREREQUISITE(S):	COLLEGE AND PROGRAM ADMISSION REQUIREMENTS
HOURS/WEEK:	6

TYPOGRAPHY 1   GRD 103

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 type styles. Students bring to their type design solutions, an understanding of such issues as letter formations and proportions, spacing, legibility, optical effects, and the accurate application of visual language skills. The importance of understanding weight balance and counter pull of negative space, is stressed.
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II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1.   **Use traditional and digital media, with a high degree of detail and quality.**

Potential Elements of the Performance:

- Demonstrate the competent use of both traditional and digital media to show an understanding of proportion, spacing, and optical effects within letters.
- Effectively use the tools in Adobe InDesign - Use of the pen tool to create polished final works to a high degree of detail and quality.
- Effectively use InDesign to utilize grids and arrange space to create unified compositions.

2.   **Apply basic typographic 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 and identify type families and type classification systems
- Demonstrate knowledge of basic letterform terminology and the ability to identify the anatomy of a letter.
- Develop the ability to see type as a design element, and manipulate type to create an interesting composition.
- Demonstrate the ability to achieve desired impact through application of letterform skills and abilities including selection, legibility, proportion, construction, and letterform relationships.

3.   **Develop and implement solutions to basic typographic problems.**
Potential Elements of the Performance:

- Demonstrate a command of the design process from research and analysis through to appropriate levels of presentation (thumbnails) to the final product.
- Use a variety of research methods to gain a better understanding of the concepts explored in class.
- Use preliminary exploration to push your ideas and concepts.

4. **Demonstrate an ability to use visual language to communicate typographic concepts**

- Effectively use figure and ground relationships within letter formations and show an understanding of weight balance and counter pull in letters.

- Understand the importance of hierarchy in a visual message, and how hierarchy can be manipulated in various layouts to create interesting flow and movement.

- Demonstrate the ability to communicate abstract concepts using typographic form.

5   **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, type classification

5. Letterform proportion and relationships

6. Spacing – positive and negative space, counter pull and weight.

7. Optical effects in letterforms.

8. Letterform terminology.

9. Using typographic and visual hierarchy to achieve effective layouts.

10. Communicating ideas with typography.

11. Basic elements of preparing artwork for design presentation approval purposes for client or art director (research, thumbnails, comprehensives of varying degrees of quality and detail).

12. Professional presentation techniques and professional practices.

IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:

Your 9 x 12 pad and pencils will be used for planning and experimenting with type. If you have your own laptop, Adobe InDesign and Illustrator will be needed to complete assignments.

Required text:
Typographic Design, Form and Communication, Carter, Day, Meggs,
ISBN 0-470-64821-6, Wiley

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.

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.	

If a faculty member determines that a student is at risk of not being successful in their academic pursuits and has exhausted all strategies available to faculty, student contact information may be confidentially provided to Student Services in an effort to offer even more assistance with options for success. Any student wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member.

VI.   SPECIAL NOTES:

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
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 and %5 deduction for lates.
i.e. 4 classes missed = 10% deduction form final grade
4 classes missed and 1 late = 15% deduction from final grade

DEDUCTIONS – LATES AND FAILS

All assignments must be submitted to a satisfactory level to achieve credit for this course

Lates:
An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade.
If an assignment deadline is missed the student MUST immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.
A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined 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.
Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor **immediately** to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.
Maximum grade for a failed assignment is "C" (65%)
If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

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Homework:
This is a four credit course delivered in a 4 hour supervised format. It is expected that a minimum of one-hour homework be done each week.

Reclaiming and Retaining Past Assignments
For the development of student portfolios it is important that ALL past assignment work be reclaimed and retained by the student.
Printed or traditional media assignments, will be returned during a class session, and if absent, it is the student's responsibility to reclaim the assignment. Assignments will be held by the faculty for a maximum of three weeks after which, the work will be discarded.

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.

VII.   COURSE OUTLINE ADDENDUM:

1.   The provisions contained in the addendum located in D2L and on the portal form part of this course outline.