



## COURSE OUTLINE: GRD303 - TYPOG DIGIT MEDIA 1

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<b>Course Code: Title</b>	GRD303: TYPOGRAPHY FOR DIGITAL MEDIA 1
<b>Program Number: Name</b>	1094: DIGITAL MEDIA
<b>Department:</b>	GRAPHIC DESIGN
<b>Semesters/Terms:</b>	18F
<b>Course Description:</b>	This course will allow the senior student to become more expert in using typography in a digital environment. Participants will become well versed in the specific nuances involved in using typographic content in a digital environment as well as print. Concepts in Web-based typography and kinetic typography will be practiced.
<b>Total Credits:</b>	6
<b>Hours/Week:</b>	6
<b>Total Hours:</b>	90
<b>Prerequisites:</b>	GRD203
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>This course is a pre-requisite for:</b>	GRD403, GRD406, GRD407
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>1094 - DIGITAL MEDIA</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	<p>VLO 1 Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.</p> <p>VLO 2 Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.</p> <p>VLO 3 Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.</p> <p>VLO 4 Design, develop and create a variety of media products using relevant, current and/or emerging technologies.</p> <p>VLO 5 Communicate ideas, design concepts and opinions clearly and persuasively to others.</p> <p>VLO 6 Use recognized industry practices throughout the design process and related business tasks.</p> <p>VLO 7 Plan, implement and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.</p> <p>VLO 8 Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.</p> <p>VLO 9 Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.</p> <p>VLO 10 Assess, select and use a variety of digital media technologies when developing design solutions.</p>



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**Essential Employability Skills (EES) addressed in this course:**

- EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
- EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- EES 3 Execute mathematical operations accurately.
- EES 4 Apply a systematic approach to solve problems.
- EES 5 Use a variety of thinking skills to anticipate and solve problems.
- EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%, D

**Other Course Evaluation & Assessment Requirements:**

Assignments = 100% of final grade  
Assignments will be weighted equally and will constitute 100% of the students final grade. A missing assignment is equivalent to course objectives not achieved which results in an F (fail) grade for the 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.

**Books and Required Resources:**

Typographic Design, Form and Communication by Carters, Day, Meggs  
Publisher: Wiley Edition: 6

**Course Outcomes and**

**Course Outcome 1**

**Learning Objectives for Course Outcome 1**



<b>Learning Objectives:</b>	1. Apply typographic skills and knowledge to create effective and meaningful visual communications.	1.1 Create layouts that effectively balance type and imagery. 1.2 Effectively use proportions and counter form to create interesting and unique compositions. 1.3 Manipulate and modify type to create strong structure and hierarchy. 1.4 Demonstrate a sensitivity for text composition and evaluate layouts for consistency and proper visual message. 1.5 Use typographic rhythm and consistency to effectively convey intended message in an organized and efficient way. 1.6 Use typography in proper timing within appropriate media viewing. 1.7 Analyze media options and select appropriate type formats, layout, and scale.
	<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
	2. Apply grid systems to create visually organized type layouts.	2.1 Understand how typographic grids can manipulate type to create interesting and unique compositions. 2.2 Apply grids to create and explore different layout possibilities. 2.3 Use grids to structure and organize design elements to create proper visual communication to an appropriate target audience. 2.4 Analyze and evaluate the effectiveness of using different grid layouts with the same content.
	<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
	3. Communicate effectively, credibly, and accurately with clients supervisors and coworkers and target audiences within a typographic context.	3.1 Document and cite sources for information on a project. 3.2 Clearly communicate the intent of a typographic project in the form of a written design statement. 3.3 Use learned principles to justify and support design/typographic decisions.
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>	
4. Apply effective business practices and project management skills appropriate to the position of a typographic designer.	4.1 Demonstrate an ability to effectively manage time in the classroom and meet project deadlines. 4.2 Demonstrate the ability to professionally and cleanly present work and projects in an organized and easy to follow manner. 4.3 Analyze project objectives and ensure adherence to deadlines, media limitations, and project parameters.	

<b>Evaluation Process and Grading System:</b>	<b>Evaluation Type</b>	<b>Evaluation Weight</b>	<b>Course Outcome Assessed</b>
	Projects	100%	

**Date:** June 22, 2018

Please refer to the course outline addendum on the Learning Management System for further information.