COURSE OUTLINE: GRD103 - TYPOGRAPHY 1

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Course Code: Title	GRD103: TYPOGRAPHY 1
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Semesters/Terms:	19F
Course Description:	In this foundation level typography course, the participant will be challenged with demonstrating their acquired understanding of typographic concepts as they pertain to basic design problems. Knowing how people read, accept information, and understand ideas, is a cornerstone to any professional design career. Participants should expect to be able to utilize basic digital and print-based typographic concepts and methods in their daily creative work by the end of this course.
Total Credits:	6
Hours/Week:	6
Total Hours:	90
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	ADV126
This course is a pre-requisite for:	GRD203
Vocational Learning Outcomes (VLO's) addressed in this course: Please refer to program web page for a complete listing of program outcomes where applicable.	**1094 - DIGITAL MEDIA** VLO 4 Design, develop and create a variety of media products using relevant, current and/or emerging technologies. VLO 5 Communicate ideas, design concepts and opinions clearly and persuasively to others. 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. VLO 8 Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.
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 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 9 Interact with others in groups or teams that contribute to effective working

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	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.

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Use traditional and digital media, with a high degree of detail and quality.	1.1 Demonstrate the competent use of both traditional and digital media to show an understanding of proportion, spacing, and optical effects within letters. 1.2 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. 1.3 Effectively use InDesign to utilize grids and arrange space to create unified compositions.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
2. Apply basic typographic skills and knowledge to begin to create fundamental but effective visual communications.	2.1 Demonstrate knowledge of the history and principles of letterform design and identify type families and type classification systems. 2.2 Demonstrate knowledge of basic letterform terminology and the ability to identify the anatomy of a letter. 2.3 Develop the ability to see type as a design element, and manipulate type to create an interesting composition. 2.4 Demonstrate the ability to achieve desired impact through

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	application of letterform skills and abilities including selection, legibility, proportion, construction, and letterform relationships.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
3. Develop and implement solutions to basic typographic problems.	3.1 Demonstrate a command of the design process from research and analysis through to appropriate levels of presentation (thumbnails) to the final product. 3.2 Use a variety of research methods to gain a better understanding of the concepts explored in class. 3.3 Use preliminary exploration to push your ideas and concepts.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
4. Demonstrate an ability to use visual language to communicate typographic concepts.	4.1 Effectively use figure and ground relationships within letter formations and show an understanding of weight balance and counter pull in letters. 4.2 Understand the importance of hierarchy in a visual message, and how hierarchy can be manipulated in various layouts to create interesting flow and movement. 4.3 Demonstrate the ability to communicate abstract concepts using typographic form.
Course Outcome 5	**Learning Objectives for Course Outcome 5**
5. Apply appropriate, effective, and professional practices in the classroom studio setting.	5.1 Demonstrate organizational skills such as scheduling, prioritizing, planning, and time management. 5.2 Demonstrate the ability to work within project restrictions and time limitations. 5.3 Make effective design presentations, as per instructor specifications, regarding directions and quality.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Projects	100%

Date: June 17, 2019

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