



## COURSE OUTLINE: GRD303 - TYPOG DIGIT MEDIA 1

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Approved: Bob Chapman, Chair, Health

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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>  | 20F   |
| <b>Course Description:</b>   | This course will allow the senior student to develop expertise 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. Students will focus on visual concepts in dealing with type in many situations and explore pushing the boundaries of legibility and readability of type. |
| <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> | VLO 1 Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.   |
|  | VLO 2 Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.  |
|  | VLO 3 Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.   |
|  | 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 6 Use recognized industry practices throughout the design process and related business tasks.   |
|  | 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.   |
|  | VLO 9 Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.  |

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.



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|   | VLO 10 Assess, select and use a variety of digital media technologies when developing design solutions.  |
| <b>Essential Employability Skills (EES) addressed in this course:</b> | 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.  |
| <b>Course Evaluation:</b>   | <p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>  |
| <b>Other Course Evaluation &amp; Assessment Requirements:</b>         | <p>Assignments = 100% of final grade<br/> 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.</p> <p><b>Lates:</b><br/> 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.</p> <p>If an assignment deadline is missed the student <b>MUST</b> 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.</p> <p>A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.</p> <p><b>Fail:</b><br/> 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.</p> <p>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.</p> <p>Maximum grade for a failed assignment is C (65%).</p> |

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If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

**Course Outcomes and Learning Objectives:**

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| <b>Course Outcome 1</b>  | <b>Learning Objectives for Course Outcome 1</b>  |
| 1. Apply typographic skills and knowledge to create effective and meaningful visual communications.  | 1.1 Create layouts that effectively balance type and imagery.<br>1.2 Effectively use proportions and counter form to create interesting and unique compositions.<br>1.3 Manipulate and modify type to create strong structure and hierarchy.<br>1.4 Demonstrate a sensitivity for text composition and evaluate layouts for consistency and proper visual message.<br>1.5 Use typographic rhythm and consistency to effectively convey intended message in an organized and efficient way.<br>1.6 Use typography in proper timing within appropriate media viewing.<br>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.<br>2.2 Apply grids to create and explore different layout possibilities.<br>2.3 Use grids to structure and organize design elements to create proper visual communication to an appropriate target audience.<br>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.<br>3.2 Clearly communicate the intent of a typographic project in the form of a written design statement.<br>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.<br>4.2 Demonstrate the ability to professionally and cleanly present work and projects in an organized and easy to follow manner.<br>4.3 Analyze project objectives and ensure adherence to deadlines, media limitations, and project parameters.   |

**Evaluation Process and Grading System:**

| Evaluation Type | Evaluation Weight |
|-----------------|-------------------|
| Projects        | 100%              |

**Date:**

August 13, 2020

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**Addendum:**

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

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