

I. COURSE DESCRIPTION:

A continuation from typography 1, students will develop more advanced expertise in the use of traditional technical design of letter forms, and the language of type. They will learn to fit and size type into specific areas enabling them to have total control over the look and feel of any typographic design piece. Students will also explore the visual communication of type and design.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Practice and refine the selection of various letter styles to effectively convey exciting and professional graphic design concepts.

Potential Elements of the Performance:

- Demonstrate a knowledge of letter proportions, letter spacing and the use of optical effects in proper design presentations.
- Use proper letter proportions in relationship to one another.
- Show a knowledge of proper letter forms in relationship to positive and negative space and the proper use of horizontal and vertical planes.
- Demonstrate proper knowledge of type terminology .

2. Practice and refine the concepts of effective and exciting type designs.

Potential Elements of the Performance:

- Demonstrate a knowledge of various typefaces to effectively convey exciting attention getting designs.
- Effectively show how to professionally convey certain messages using type as visual communication
- Demonstrate the ability to prepare clean crisp typographic layouts of design concepts.
- Demonstrate professional work habits in the development of thumbnail design concepts, research, roughs, layouts, to the final finished art work.

3. Develop and implement solutions to basic design /typographic problems.

Potential Elements of the Performance:

- demonstrate a command of the design process from research and analysis, through appropriate levels of presentation (e.g. thumbnails, layouts, comprehensives) to the final product.
- execute designs according to instructions using traditional media.
- 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.

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 specific target audience using typographic elements.

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. Importance of proper font selection to effectively communicate a specific type of message.
2. Incorporating lettering with visual symbols to achieve design unity.
3. Basic elements of preparing artwork for design presentation approval purposes for client or art director (research, thumbnails, layouts, comprehensives of varying degrees of quality and detail).
4. Clear and concise presentation of typographic directions
5. Using typographic and visual hierarchy to achieve effective layouts.
6. Communicating ideas with typography.
7. Readability and legibility
8. The Voice of Type
9. Professional typographic presentation techniques.
10. Professional practices

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

The following items from the portfolio kit will be used throughout this course:

For preliminary design studies:

coloured pencils
 markers
 bond paper
 layout paper
 drawing pencils

For finished design presentations:

t-square	compass
set squares	acrylic paints
french curves	paint mixing tray
flexible curve	paint brushes
ruler	technical pen
drawing pencils	india ink

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.

Required text:

A Typographic Workbook: A Primer to History, Techniques, and Artistry.
 By Kate Clair ISBN. 0-471-29237-0

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 in postsecondary courses:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
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 deducted 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.

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 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

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:

Special Needs:

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

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.

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 Rights and Responsibilities*. Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. 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.

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.

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

Research:

Students are encouraged to use extensive research methods for obtaining proper visual references in the brainstorm/ideation process for design problem-solving. Research materials are welcome in the classroom to assist in the development of images. However, the direct copying of research reference is strictly prohibited by copy infringement laws. Wherever possible, the student should use real life visual reference rather than relying on existing two-dimensional imagery.

Homework:

This is a four credit course delivered in a 3 hour supervised format. It is expected that a minimum of one-hour homework be done each week.

Course Expectations:

Significant learning takes place in the classroom through an interactive learning approach; therefore, students are expected to attend all classes and to inform the instructor of an anticipated absence.

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.

It is the students, responsibility to reclaim assignments after they have been assessed. Marked assignments will be returned by faculty during classroom sessions. If a student is absent on the day that work is returned the work will be held by faculty for a minimum of three weeks from the return date after which, due to a shortage of storage space, the work may be discarded

VII. 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.

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

