SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

Sault College

<u>COURSE OUTLINE</u>

<u>COURSE TITLE</u>: TYPOGRAPHY 4

<u>CODE NO.</u> : ADV 251   **<u>SEMESTER</u>:** Four

<u>PROGRAM</u>: GRAPHIC DESIGN

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<u>DATE</u>: DEC 08   **<u>PREVIOUS OUTLINE DATED</u>:** DEC 07

<u>APPROVED</u>:   "B. Punch"

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                                   CHAIR   **DATE**

TOTAL CREDITS: 4 CREDITS

PREREQUISITE(S): ADV 213, ADV 236

HOURS/WEEK: 3 HOURS CLASS TIME PER WEEK

I. **COURSE DESCRIPTION:** This course is a continuation of Typography 3 ADV 236. The students will be mainly using page layout software to perform a series of type based commercial projects that directly relate to what would be required in the Graphic Design Industry. The course will require the students to solve design problems using the techniques learned in previous Typography classes and apply the use of the Macintosh equipment and software to refine their formatting, type manipulation, and presentation techniques.

II. **LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

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

1. **Demonstrate an ability to use Indesign as an effective page layout tool.**

Potential Elements of the Performance:

- Demonstrate a good working knowledge of Indesign including the use of the toolbox, text manipulation tools, use of master pages, style sheets and layers.

- Create new publications.

- Effectively use self created graphics in a document.

- Effectively work and manipulate large amounts of text and graphics.

- Create professional presentations using the equipment in the Macintosh lab.

- Demonstrate analytical ability in problem solving regarding technological design parameters and limitations.

2. **Demonstrate an ability to use design principles effectively and be able to present these concepts in a professional manner.**

Potential Elements of the Performance:

- Demonstrate the use of classic design principles covered in other semesters including balance, unity, proportion, sequence, and contrast.

- Demonstrate the ability to work within technological and project restrictions and time limitations.

3.   Properly research design projects and explore design solutions through the use of rough stages.

Potential Elements of the Performance:

- Demonstrate the ability to sufficiently research an assignment to understand the content of the assignment, the target audience and production restrictions.

- Apply research skills to search out and examine similar existing design solutions for comparison.

- Make effective use of time and scheduling to ensure preliminary stages of project are fully explored.

- Render preliminary stages to communicate ideas effectively to others.

4.   Improve basic type manipulation skills.

Potential Elements of the Performance:

- Demonstrate knowledge of the terminology of typography and printed publications.

- Apply knowledge gained from previous semesters with regards to formatting text and demonstrate the manipulation of text using the proper software.

- Demonstrate refined knowledge of the use of typography and how it relates to the basic design principles of balance, unity, proportion, sequence, and contrast.

- Demonstrate the ability to use hidden characters' accents and special characters to refine paragraph type setting

- Demonstrate a good knowledge of the application of grid systems when using large amounts of text

- Demonstrate a sound grasp of imposition

5. Apply appropriate, effective, and professional practices in the classroom 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. Page Layout – using text, graphics, photos

2. Use of tools and techniques in Indesign including text tools, indents and tabs, type specifications, wrapping text, use of style sheets, placing images, use of master pages.

3. Applying design principles and practices to advertising, publication, and self-promotional assignments.

4. Effectively using research skills to define creative parameters of projects.

5. Effectively communicating to target markets.

6. The use of the grid system and ABA of type

7. Imposition and building a booklet

8. Special typographic characters

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Typographic Design:Form and Communication by Carter,Day, and Meggs
Students will need a back up device/media to safe keep their work ie. CD-R, USB Memory stick, iPod.
Students will be required to purchase matte board and cover stock as assignments warrant.

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	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.

Midterm grades:
Midterm grades are granted as "S" for Satisfactory progress and "U" for
unsatisfactory progress. Unsatisfactory progress in two or more courses requires
an appointment with the Program Co-ordinator or the School's Dean.

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 deduced 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.

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 recieve 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.

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.
i.e. 4 classes missed = 10% deduction form final grade
5 classes missed = 20% 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.

VI.   **SPECIAL NOTES:**

<u>Special Needs</u>:
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 instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

<u>Retention of course outlines</u>:
It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

<u>Plagiarism</u>:
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.

<u>Communication</u>:
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.

<u>Research</u>:
Students have access to the computer studio outside designated class schedules. This gives them the opportunity to do independent research study.
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.

<u>Homework</u>:
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.

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.

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.