SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE:	TYPOGRAPHY 2		
CODE NO. :	ADV 136	**SEMESTER:**	2
PROGRAM:	GRAPHIC DESIGN		
AUTHOR:	FRANK SALITURI		
DATE:	DEC/13	**PREVIOUS OUTLINE DATED:**	DEC/12
APPROVED:	"Colin Kirkwood"		Dec/13

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                                  DEAN   **DATE**

TOTAL CREDITS: 4

PREREQUISITE(S): ADV 126

HOURS/WEEK: 3 hour class once a week

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I.   COURSE DESCRIPTION:
A continuation from Ttypography 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 and digital 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
bond paper
drawing pencils

Students will need to purchase presentation board and cover stock for presentation purposes for the letterform design presentations throughout this course. These items are available in the college's Campus Shop.

Required text:
Typographic Design, Form and Communication, Carter, Day, Meggs,
ISBN 978-0-470-64821-6, Wiley

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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.	

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

DEDUCTIONS – LATES AND FAILS

All assignments must be submitted to a satisfactory level to achieve credit for this 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.

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

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- 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:

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