COURSE OUTLINE: GRD103 - TYPOGRAPHY 1

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Course Code: Title	GRD103: TYPOGRAPHY 1
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Academic Year:	2025-2026
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:	84
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 1 Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project. 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. VLO 10 Assess, select and use a variety of digital media technologies when developing design solutions.
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 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 A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Other Course Evaluation & Assessment Requirements:	Assignments = 100% of 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 of a 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 a C (65%) Extensions Policy: Will only be granted based on the following terms: Extension request is at least 24 before the posted deadline for a specific assignment. No extension will be granted after the 24 hours has lapsed. The student must be in attendance for all classes. The student must take part in class discussion and critiques (showing progress in each critique class). Being late and/or leaving early from class may warrant a refusal of extension by the faculty. If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply. From time to time the results of student projects assigned during the duration of this course may be used for college promotional purposes. Where possible credit for the work will be

provided (student name) in conjunction with the display of the work.
Original sources and copyright owners of all imagery used in projects by students for educational purposes must be documented and submitted as part of a bibliography for each assignment. In the event that borrowed imagery (stock photos and illustrations) are not to be used for promotional purposes the college reserves the right edit the work to replace those images with those that are within the terms of copyright agreements suitable for college promotion.
Other than a name credit no additional compensation will be provided to the student for the use of their work on college promotional materials.

Opting out
It is assumed that all student completed as part of a Sault College course work will be eligible for consideration however, if a student wishes to not allow the college to use their work the student is required to write a letter to the coordinator indicating their intention to opt out of this initiative. There will be no penalty applied to the student for opting out of this plan.

Course Outcomes and Learning Objectives:	Course Outcome 1	Learning Objectives for Course Outcome 1
	1. Use digital media with a high degree of detail and quality.	1.1 Demonstrate the competent use of 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 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 and appropriate 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:	August 14, 2025
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.