COURSE OUTLINE: GRD403 - TYPOG DIGIT MEDIA 2

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Approved: Bob Chapman - Dean

Course Code: Title	GRD403: TYPOGRAPHY FOR DIGITAL MEDIA 2
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Academic Year:	2025-2026
Course Description:	This course will provide students time and education, to further develop an expertise in typographic design, especially concerning digital typographic applications and media. This course will focus on portfolio quality projects and allow students to fine tune their typographic skills before entering into the professional world of Design.
Total Credits:	6
Hours/Week:	6
Total Hours:	126
Prerequisites:	GRD303
Corequisites:	There are no co-requisites for this course.
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 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. 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 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.
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 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. 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 (60%) 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.	

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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. Effectively use typography in a design solution.	1.1 Execute designs that use typography in a visually sensitive and appropriate manner. 1.2 Interpret, organize and integrate unformatted text into a design to convey an efficient and appropriate message. 1.3 Communicate a desired message within a layout based on an identified target audience that is proper, efficient, and has strong readability and legibility. 1.4 Assess and identify the effectiveness of typographic layouts based on target audience, content, visual organization, and focus of message.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
2. Identify design problems, plan and document design solutions.	2.1 Use provided documentation structure to document design problem statements. 2.2 Develop a project plan to guide design research and creativity. 2.3 Demonstrate an ability to follow plan to achieve creative solutions, document design process, and record sources for design research. 2.4 Demonstrate an ability to defend design solutions by communicating a design rationale for any design project. 2.5 Demonstrate an ability to include user testing methods as required in design process and document the results.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
3. Demonstrate an ability to employ a typographic design system in a multipage document.	3.1 Use ABA form, counterpart/point, and gridforms to create a standard on which to develop multipage documents. 3.2 Correctly use tools in InDesign to ensure typographic consistency within a document.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
4. Demonstrate an	4.1 Incorporate ligatures into text.

awareness of typographic fine details such as kerning, use of specialized characters, and glyphs.	4.2 Make use of specialized characters such as ellipsis, ampersand, parentheses, fractions, EM quads, and monetary symbols. 4.3 Successfully use document grids, baselines grids, and maintained baseline leading, to ensure a clean and precise multipage layout.
Course Outcome 5	**Learning Objectives for Course Outcome 5**
5. Develop a sensitivity for appropriate use of white space in a document.	5.1 Demonstrate an ability to balance negative and positive space consistently on multiple page documents. 5.2 Use space to create visually exciting documents. 5.3 Use tabs, gutter spaces, margins, etc., to create a comfortable reading environment for the viewer. 5.4 Use space to create easier to read presentations. 5.5 Show attention to detail and consistency in type and space treatments, for multiuse platforms.
Course Outcome 6	**Learning Objectives for Course Outcome 6**
6. Develop an ability to use non-traditional media to enhance possibility of typographic expression.	6.1 Demonstrate a willingness to consider non-traditional ways of presenting typography. 6.2 Demonstrate an ability to innovate when communicating typographic messages.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Projects	100%

Date: December 19, 2025

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