

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

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DATE: NOV/15

PREVIOUS OUTLINE DATED: NOV/14

APPROVED:

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 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. **Apply 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 and within the positive and negative space of a compositional layout
- Demonstrate proper knowledge of type terminology.

2. **Visually communicate concepts of effective and exciting type designs.**

Potential Elements of the Performance:

- Apply a knowledge of various typefaces to effectively convey exciting attention getting designs.
- Identify and consider how type can convey certain messages in a visual manner.
- Demonstrate the ability to design organized typographic layouts using visual hierarchy
- Use research and the design process to support and defend your typographic solutions

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

Potential Elements of the Performance:

- Apply a command of the design process from research and analysis, through appropriate levels of presentation (e.g. thumbnails, layouts, comprehensives) to the final product.
- Demonstrate an analytical ability to problem solve within design parameters and set limitations.

4. **Demonstrate an ability to successfully use typography in a design solution.**

Potential Elements of the Performance:

- Manipulate and format typography in a visually sensitive and appropriate manner.
- Demonstrate the ability to communicate design concepts through the use of typography.
- Evaluate and assess the effectiveness of typographic layouts based on readability and legibility.

5. **Apply appropriate, effective, and professional practices in the classroom studio setting.**

Potential Elements of the Performance:

- Apply 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 may need to purchase presentation board and cover stock for presentation purposes throughout this course. These items are available in the college's Campus Shop.

Required text:

Typographic Design, Form and Communication, Carter, Day, Meggs, Wiley

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%	
A	80 – 89%	4.00
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 from 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 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: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.

VII. COURSE OUTLINE ADDENDUM:

1. The provisions contained in the addendum located in D2L and on the portal form part of this course outline.