

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Typography 4

CODE NO. : ADV 251

SEMESTER: 4

PROGRAM: Graphic Design

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APPROVED:

Colin Kirkwood
DEAN

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DATE

TOTAL CREDITS: 4

PREREQUISITE(S): ADV 236

HOURS/WEEK: 3

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I. COURSE DESCRIPTION:

This course is a continuation of Type 3. Students will be challenged with solving design problems dealing with larger amounts of text. The nuances of readability and legibility with regards to body text will be a focus. In addition more experimental and expressive typographic treatments will be explored on an advanced level.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Effectively use typography in a design solution.

Potential Elements of the Performance:

- Execute designs that use typography in a visually sensitive and appropriate manner
- Interpret, organize and integrate unformatted text into a design to convey an efficient and appropriate message
- Communicate a desired message within a layout based on an identified target audience that is proper, efficient, and has strong “readability” and “legibility”
- Assess and identify the effectiveness of typographic layouts based on target audience, content, visual organization, and focus of message.

2. Identify design problems, plan and document design solutions

Potential Elements of the Performance:

- Use provided documentation structure to document design problem statements
- Develop a project plan to guide design research and creativity
- Demonstrate an ability to follow plan to achieve creative solutions, document design process, and record sources for design research
- Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.
- Demonstrate an ability to include user testing methods as required in design process and document the results.

3. Demonstrate an ability to employ a typographic design system in a multi page document

Potential Elements of the Performance:

- Use ABA form, counterpart/point, and gridforms to create a standard on which to develop multipage documents
- Correctly use tools in InDesign to ensure typographic consistency within a document

4. **Demonstrate an awareness of typographic fine details such as kerning, use of specialized characters, and glyphs**

Potential Elements of the Performance:

- Incorporate ligatures into text
- Make use of specialized characters such as ellipsis, ampersand, parentheses, fractions, EM quads, and monetary symbols
- Successfully use document grids, baselines grids, and maintained baseline leading, to ensure a clean and precise multi-page layout

5. **Develop a sensitivity for appropriate use of white space in a document**

Potential Elements of the Performance:

- Demonstrate an ability to balance negative and positive space on a page or series of pages
- Use space to create visually exciting documents
- Use tabs, gutter spaces, margins, etc to create a comfortable reading environment for the viewer
- Use space to create easier to read presentations

6. **Develop an ability to use non traditional media to enhance possibility of typographic expression**

Potential Elements of the Performance:

- Demonstrate a willingness to consider non traditional ways of presenting typography
- Demonstrate an ability to innovate when communicating typographic messages

III. TOPICS:

1. Creating multiple page documents with a design system
2. Use of grid systems and ABA form
3. Considerations for typography in print, and web environments
4. Use of typographic fine details, i.e ligatures, open type features
5. Understanding opentype, truetype and postscript fonts
6. Experimentations with typographic expression
7. Working with large amounts of body text
8. Fine tuning headlines and body text for optimal reader viewing

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Students are encouraged to experiment with whatever other media they chose not included in the kit as long as they are not solvent or oil based

Students may need to purchase materials for presentation purposes for the letterform design presentations throughout this course. These items are available in the college's Campus Shop.

For archiving electronic files students will need a USB back-up device such as an external hard-drive.

Required text:

Typographic Design: Form and Communication by Carter, Day, Meggs

Suggested reading

The Complete typographer, a manual for designing with type, third edition by Will Hill

The Mac is Not a Typewriter, Second edition by Robin Williams

Designing With Type - A Basic Course in Typography by James Craig.

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:

Grade	Definition	Grade Point Equivalent
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.	

DEDUCTIONS – LATES AND FAILS

Late:

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.

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

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 student meets the following criteria.
- 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
- 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. Assignments that are not submitted digitally, 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.

VII. COURSE OUTLINE ADDENDUM:

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