

I. COURSE DESCRIPTION:

A continuation from Lettering 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 typography 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 to appropriate levels of presentation (e.g. thumbnails, layouts, comprehensives)
- execute designs according to instructions using traditional 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 target audience using typographic design.

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. Design development for a new and exciting font.
6. Communicating ideas with typography.
7. Professional typographic presentation techniques.
8. 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
markers
bond paper
layout paper
drawing pencils

For finished design presentations:

t-square compass
set squares acrylic paints
french curves paint mixing tray
flexible curve paint brushes
ruler technical pen
drawing pencils india ink

Students will need to purchase # 27 illustration board, construction paper for cover stock, and matte board for presentation purposes for the letterform design presentations throughout this course. These items are available in the college's Campus Shop.

Required text:

A Typographic Workbook by Kate Clair.

V. **EVALUATION PROCESS/GRADING SYSTEM:**

The following semester grades will be assigned to students in postsecondary courses:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
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.

ASSIGNMENTS = 100 % of Final Grade

Assignments will constitute 100% of the student's final grade in this course. Assignments will be evaluated according to the following, in accordance with college policies:

All assignments are required to be successfully completed to meet the objectives of the course. A missing assignment is equivalent to course objectives not achieved, which results in an "R" (Repeat) grade for the course.

DEDUCTIONS - LATES & INCOMPLETES:

Lates:

An assignment is considered late if it is not submitted at the time and on the date specified by the instructor.

A Late assignment will be penalized by a 5 % deduction for each week it is late. The total penalty will be deducted from the final grade eg 3 weeks late = 15 % deduction from the final grade.

Maximum grade for a Late assignment is " C " .

A Late assignment which is not executed to a minimum C (satisfactory) level will be assigned an Incomplete 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.

A failed assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within one week.

A failed assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for a failed assignment is "C"

Failed assignments not submitted within the one week timeframe will be subject to 5% late deductions for each week they are overdue.

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.

Preliminary studies which are late or incomplete will be subject to the same penalty deductions as final presentations. Maximum grade for late or incomplete preliminary studies is "C".

ATTENDANCE:

80% attendance is mandatory. A **maximum of 3 classes absent** (total 9 hours) will be tolerated.

There will be a **10 % penalty** deduction from the final grade for each class missed after the maximum allowed of 3; a **5 % penalty** deduction will be assessed for half classes missed (before or after the break).

A student who arrives any time after the class has begun will be assessed a **late** penalty of a half class missed - **5 %** deduction from final grade.

MIDTERM ("S" or "U"):

Midterm grades are "S" for Satisfactory progress, and "U" for Unsatisfactory progress. Unsatisfactory progress in two or more courses requires an appointment with the Program Co-ordinator or the School's Dean.

VI. SPECIAL NOTES:Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Research:

Students are encouraged to use extensive research methods for obtaining proper visual references in the brainstorm/ideation process for design problem-solving. Research materials are welcome in the classroom to assist in the development of images. However, the direct copying of research reference is strictly prohibited by copy infringement laws. Wherever possible, the student should use real life visual reference rather than relying on existing two-dimensional imagery.

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.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of the following:

- transcript and course descriptions/outlines from another institution.
- interview and portfolio presentation.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.