



# COURSE OUTLINE

## GRD203

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Prepared: Frank Salituri Approved: Sherri Smith

<b>Course Code: Title</b>	GRD203: TYPOGRAPHY 2
<b>Program Number: Name</b>	1094: DIGITAL MEDIA
<b>Department:</b>	GRAPHIC DESIGN
<b>Semester/Term:</b>	18W
<b>Course Description:</b>	<p>A continuation of Typography 1, this course will provide the participant with the opportunity to practice already learned skills and build upon them to develop sophisticated digital typographic solutions for visual problems. The basics of typographic study will be reinforced and expanded on to allow the participant to develop organized and creative typographic solutions. A focus on using type in editorial design applications will be central to this course. Editorial design application will include traditional media such as magazines, e-books, accessible PDF documents. Concepts in accessibility centering around AODA( Accessibility for Ontarians with Disabilities Act) and typography will be introduced to be expanded upon in future courses.</p>
<b>Total Credits:</b>	6
<b>Hours/Week:</b>	6
<b>Total Hours:</b>	126
<b>Prerequisites:</b>	GRD103
<b>Substitutes:</b>	ADV236
<b>This course is a pre-requisite for:</b>	GRD303, GRD305
<b>Vocational Learning Outcomes (VLO's):</b>  Please refer to program web page for a complete listing of program outcomes where applicable.	<p>#1. Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.</p> <p>#2. Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.</p> <p>#3. Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.</p> <p>#4. Design, develop and create a variety of media products using relevant, current and/or emerging technologies.</p> <p>#5. Communicate ideas, design concepts and opinions clearly and persuasively to others.</p> <p>#6. Use recognized industry practices throughout the design process and related business tasks.</p>



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	<p>#7. Plan, implement and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.</p> <p>#8. Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.</p> <p>#10. Assess, select and use a variety of digital media technologies when developing design solutions.</p>
<b>Essential Employability Skills (EES):</b>	<p>#1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>#2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>#3. Execute mathematical operations accurately.</p> <p>#4. Apply a systematic approach to solve problems.</p> <p>#5. Use a variety of thinking skills to anticipate and solve problems.</p> <p>#6. Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>#7. Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>#8. Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>#9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>#10. Manage the use of time and other resources to complete projects.</p> <p>#11. Take responsibility for ones own actions, decisions, and consequences.</p>
<b>Course Evaluation:</b>	Passing Grade: 50%, D
<b>Other Course Evaluation &amp; Assessment Requirements:</b>	<p>Assignments = 100% of final grade</p> <p>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.</p> <p><b>Lates:</b></p> <p>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.</p> <p>If an assignment deadline is missed the student <b>MUST</b> 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.</p> <p>A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.</p>



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### 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.

### Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Projects	100%

### Books and Required Resources:

Typographic Design, Form and Communication by Carters, Day, Meggs  
Publisher: Wiley Edition: 6  
ISBN: 978 1-118-71576-5,

### Course Outcomes and Learning Objectives:

#### Course Outcome 1.

Apply and refine the selection of various letter styles to effectively convey exciting and professional graphic design concepts.

#### Learning Objectives 1.

- 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.

#### Course Outcome 2.

Visually communicate concepts of effective and exciting type designs.



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### Learning Objectives 2.

- 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.

### Course Outcome 3.

Develop and implement solutions to basic design /typographic problems.

### Learning Objectives 3.

- 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.

### Course Outcome 4.

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

### Learning Objectives 4.

- 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.
- Understand how typographic grids can manipulate type to create interesting and unique compositions.

### Course Outcome 5.





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

### Learning Objectives 5.

- 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.

**Date:**

Thursday, August 31, 2017

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