SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

SAULT COLLEGE

COURSE OUTLINE

COURSE TITLE: Typography 3

CODE NO. : ADV 236   **SEMESTER:** 3

PROGRAM: Graphic Design

AUTHOR: Frank Salituri

DATE: June 16   **PREVIOUS OUTLINE DATED:** June 15

APPROVED: Colin Kirkwood   June/16

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                           DEAN   **DATE**

TOTAL CREDITS: 4

PREREQUISITE(S): ADV 136

HOURS/WEEK: 3

Typography 3   ADV 236

I.   COURSE DESCRIPTION:

This course is designed to polish the students typographic skills and sensitivities in an electronic environment. Students will solve increasingly complex typographic problem and explore typographic concepts and compositions, as the course progresses.

II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1.   **Apply typographic skills and knowledge to create effective and meaningful visual communications**
     Potential Elements of the Performance:

     - Create layouts that effectively balance type and imagery
     - Effectively use proportions and counter form to create interesting and unique compositions.
     - Manipulate and modify type to create strong structure and hierarchy.
     - Demonstrate a sensitivity for text composition and evaluate layouts for consistency and proper visual message
     - Use typographic rhythm and consistency to effectively convey intended message in an organized and efficient way.

2.   **Apply grid systems to create visually organized type layouts**
     Potential Elements of the Performance:

     - Understand how typographic grids can manipulate type to create interesting and unique compositions.
     - Apply grids to create and explore different layout possibilities.
     - Use grids to structure and organize design elements to create proper visual communication to an appropriate target audience.
     - Analyze and evaluate the effectiveness of using different grid layouts with the same content.

3.   **Communicate effectively, credibly, and accurately with clients supervisors and co-workers and target audiences within a typographic context**
     Potential Elements of the Performance:

     - Document and cite sources for information on a project.
     - Clearly communicate the intent of a typographic project in the form of a written design statement.
     - Use learned principles to justify and support design/typographic decisions.

4. **Apply effective business practices and project management skills appropriate to the position of a typographic designer**
    Potential Elements of the Performance:

    - Demonstrate an ability to effectively manage time in the classroom and meet project deadlines
    - Demonstrate the ability to professionally and cleanly present work and projects in an organized and easy to follow manner

5. **Develop personal and professional strategies and plans to improve typographic skills and sensitivities**
    Potential Elements of the Performance:

    - Demonstrate the ability to verbally communicate constructive criticism to other classmates during critique.
    - Demonstrate the ability to conduct a positive self analysis of work in progress, and show the ability to improve work through exploration.
    - Demonstrate the ability to accept constructive criticism and employ suggestions for improving final projects.

III. TOPICS:

1. Typographic history
2. Typographic anatomy
3. Typographic Syntax and communicating concepts
4. Legibility and readability
5. Typographic systems and consistency
6. Gridforms: Standard, radial, axial, concentric, etc
7. Function and expression with typography
8. Rhythm and repetition, Counterpart and Counterpoint, ABA of type

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Required text: Typographic Design: Form and Communication Fifth Edition by Carter, Day, Meggs ISBN 0-470-64821-6
Suggested reading A Typographic Workbook, A primer of history, techniques and artistry by Kate Clair The Mac is Not a Typewriter, Second edition by Robin Williams ISBN 0-201-78263 Designing With Type - A Basic Course in Typography by James Craig. 4th edition**:**

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%	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.	

If a faculty member determines that a student is at risk of not being successful in their academic pursuits and has exhausted all strategies available to faculty, student contact information may be confidentially provided to Student Services in an effort to offer even more assistance with options for success. Any student wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member

VI.   SPECIAL NOTES:

Attendance:
Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session
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 form 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.

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.

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.
Printed or traditional media assignments, will be returned during a class session, and if absent, it is the student's responsibility to reclaim the assignment. Assignments will be held by the faculty for a maximum of three weeks after which, the work will be discarded.

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 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.

VII.   COURSE OUTLINE ADDENDUM:

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