

TYPOGRAPHY I

2020-21 Academic Year

Program	Year	Semester
MAD-Graphic Design Advanced Diploma	1	1

Course Code: TYPO 1300	Course Equiv. Code(s): N/A
Course Hours: 42	Course GPA Weighting: 3
Prerequisite: N/A	
Corequisite: DEGN 1300	
Laptop Course: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Delivery Mode(s): In class <input checked="" type="checkbox"/> Online <input checked="" type="checkbox"/> Hybrid <input type="checkbox"/> Correspondence <input type="checkbox"/>	

Pandemic remote teaching delivery mode <input type="checkbox"/> Fully asynchronous <input checked="" type="checkbox"/> Combined asynchronous and synchronous
Remote proctoring required Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Authorized by (Dean or Director): Greg Murphy Date: July 2020

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Course Description:

This course acts as an introduction to the art of typography, its language and terminology. The course will focus on developing in the student a practical yet inspired application of typography as an essential element of visual communication. The student will have an opportunity to explore some basic principles of typography as they apply to legibility, readability, visual compatibility and communication. Introductory assignments will be hand-rendered in order to give the student a better understanding and appreciation of the various type forms and their subtle differences.

Campus Closure Notice

In the event of a campus closure during which time classes cannot be conducted or attended in person, course delivery will be conducted remotely where possible. Should teaching and learning resume on campus, students may be organized into smaller groups for classroom delivery, in accordance with directions from public health authorities. In either situation, the learning plan sequence and/or evaluation methods may be adjusted to address topics requiring hands-on, practical learning activities.

Subject Eligibility for Prior Learning Assessment & Recognition (PLAR):

Prior Learning Assessment and Recognition (PLAR) is a process a student can use to gain college credit(s) for learning and skills acquired through previous life and work experiences. Candidates who successfully meet the course learning outcomes of a specific course may be granted credit based on the successful assessment of their prior learning. The type of assessment method (s) used will be determined by subject matter experts. Grades received for the PLAR challenge will be included in the calculation of a student's grade point average.

The PLAR application process is outlined in <http://www.durhamcollege.ca/plar>. Full-time and part-time students must adhere to all deadline dates. Please email: PLAR@durhamcollege.ca for details.

PLAR Eligibility

Yes No

PLAR Assessment (if eligible):

- Assignment
- Exam
- Portfolio
- Other

This subject may be challenged through a dual process of an interview and the execution of a project designed to reflect the challenger's knowledge and ability in using typography as an aesthetic and pragmatic communications tool.

Course Learning Outcomes

Course Learning Outcomes contribute to the achievement of Program Learning Outcomes for courses that lead to a credential (e.g. diploma). A complete list of Vocational/Program Learning Outcomes and Essential Employability Skill Outcomes are located in each Program Guide.

Course Specific Learning Outcomes (CLO)

Student receiving a credit for this course will have reliably demonstrated their ability to:

- CLO1 Demonstrate knowledge of typographic history and terminology.
- CLO2 Render typographic letterforms using markers, paint and/or ink, and digitally at an introductory level.
- CLO3 Demonstrate familiarity with aspects of type layout in graphic design.
- CLO4 Execute solutions to typographic design problems that demonstrate an understanding of design principles.
- CLO5 Present ideas and rationale for design solutions.
- CLO6 Demonstrate organizational skills, including time management, punctuality, attendance, good work habits and professionalism.

Essential Employability Skill Outcomes (ESSO)

This course will contribute to the achievement of the following Essential Employability Skills:

- EES 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
- EES 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- EES 3. Execute mathematical operations accurately.
- EES 4. Apply a systematic approach to solve problems.
- EES 5. Use a variety of thinking skills to anticipate and solve problems.
- EES 6. Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7. Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8. Show respect for the diverse opinions, values, belief systems, and contribution of others.
- EES 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
- EES 10. Manage the use of time and other resources to complete projects.
- EES 11. Take responsibility for one's own actions, decisions, and consequences.

Evaluation Criteria:

The Course Learning Outcomes and Essential Employability Skills Outcomes are evaluated by the following evaluation criterion.

Evaluation Description	Course Learning Outcomes	EESOs	Weighting
Assignment: Phrase Rendering for kerning, tracking, word spacing, leading	CLO1, CLO2, CLO5, CLO6	EES4, EES5, EES10, EES11	10
Project: Project 2 - Type Experiment	CLO2, CLO4, CLO6	EES1, EES2, EES4, EES5, EES10, EES11	15
Project: Project 3 - Book Covers	CLO1, CLO2, CLO3, CLO4, CLO6	EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES10, EES11	15
Project: Project 4 - Specimen Poster	CLO1, CLO2, CLO3, CLO4, CLO6	EES1, EES2, EES4, EES5, EES6, EES7, EES10, EES11	15
Project: Project 5 - Hierarchy Poster	CLO1, CLO2, CLO3, CLO4, CLO6	EES1, EES2, EES4, EES5, EES6, EES7, EES10, EES11	15
In Process: Quizzes and Studio Exercises	CLO1, CLO6	EES3, EES6, EES7, EES10, EES11	20
In Process: Attendance, Consultation, Professionalism	CLO5, CLO6	EES8, EES10, EES11	10
Total			100%

Notes:

- Specific information regarding the particular skills to be demonstrated in each of the projects will be outlined in further detail on each assignment sheet. In general, however, each assignment will be marked on the following criteria:
 - Did the assignment fulfil the assigned objectives?
 - Does the solution communicate effectively?
 - Does the project demonstrate an understanding and acquisition of the intended skills, (as well as those previously learned in this and other courses)?
 - Did the student participate in working through the various stages of the project?
 - Is quality demonstrated in the assembly of the project?
- For each consultation session, the professor will assign a portion of the project to be completed in order to ensure a productive consultation meeting. For full consultation marks to be given, students must complete all components for that stage of consultation as assigned by the professor, otherwise, part marks may be given at the professor's discretion.

NOTE: The professor reserves the right to make changes to content and delivery sequence, as well as the projects assigned, as necessary throughout this course. Exercises may not always take place in the dates listed in the Learning Plan, due to content overflow etc.

Required Text(s) and Supplies:

1. Text: THINKING WITH TYPE: 2nd revised and expanded edition:
A Critical Guide for Designers, Writers, Editors, and Students
by Ellen Lupton. ISBN: 9781568989693 Published by Princeton Architectural Press

Supplies: Students are required to bring textbook, art kits and any necessary resources (as assigned) to class.

2. Supplies: Art Kit and other Materials as announced.
Colour printouts of digital work as discussed.

Recommended Resources (purchase is optional):

1. The student will be encouraged to refer to and make use of a large number of books and periodicals in the library as well as a personal collection of reference material of different type styles.

Policies and Expectations for the Learning Environment:

General Policies and Expectations:

<p>General College policies related to</p> <ul style="list-style-type: none">+ Acceptable Use of Information Technology+ Academic Policies+ Academic Honesty+ Student Code of Conduct+ Students' Rights and Responsibilities can be found on-line at http://www.durhamcollege.ca/academicpolicies	<p>General policies related to</p> <ul style="list-style-type: none">+ attendance+ absence related to tests or assignment due dates+ excused absences+ writing tests and assignments+ classroom management can be found in the Program Guide (full time programs only) in MyCampus http://www.durhamcollege.ca/mycampus/
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Course Specific Policies and Expectations:

REMOTE DELIVERY/CAMPUS CLOSURE:

In the event of a campus closure during which time classes cannot be conducted or attended in person, course delivery will be conducted online where possible.

Should teaching and learning resume on campus, we may only have limited access to studios, classrooms and equipment. Students may have to be organized into smaller groups for classroom/studio delivery, in accordance with directions from public health authorities. In either situation, the learning plan sequence and/or evaluation methods may be adjusted to address limited access to learning and/or evaluation requiring hands-on, practical activities.

Students are expected to be prepared. Students must have all materials necessary and be present for scheduled classes (eg. laptop, network connection, notebook, required art kit materials).

1. Students wishing to record course learning activities must contact their faculty member before class to request and receive permission to do so.

2. Attendance

Regular attendance is essential. Past experience has shown a close parallel between low grades and poor attendance. Information supplied in class is essential for the successful completion of assignments; students who miss class may be unsuccessful in their assignments. If a student is going to be absent from class they are required to notify the professor. Should a student experience or anticipate absenteeism from class, it is the student's responsibility to obtain any course material missed. Students are expected to submit the appropriate documentation when serious illness or serious family matters interfere with completing course requirements.

3. Quizzes and In-class Assignments may only be completed in class and on the dates they were given.

4. Assignment Due Dates

In the design industry, failure to meet the client's needs on time may result in either the loss of the client or possibly the loss of one's job, or both. Late assignments are therefore discouraged. Note that design assignments are due within the first 5 minutes of class, unless stated otherwise by the professor. Assignments submitted after this point will be considered late.

Late assignments will automatically receive a 25% deduction; late assignments only be accepted for up to ONE week after the due date. Failure to submit work within one week of the original due date will therefore result in a grade of "zero" for that assignment. It is the students' responsibility to report any extenuating circumstances directly to the professor for any possible consideration. A doctor's note will be required for cases in which a project will be late due to illness.

It is expected that a student would approach the instructor with any questions or concerns regarding course work before a project deadline arrives.

5. Deportment

Student designers are expected to conduct themselves in a professional manner. It is everyone's responsibility to have respect for your peers. Anyone who disrupts a class to the detriment of the other members of the class will be asked to leave.

6. Design Consultation

In industry, designers meet with clients and art directors to present their ideas for creative direction. In the same manner, students are expected to meet regularly with his/her professor to review their work. The student is expected to make full use of the studio sessions while working through the various stages of a project. This will give the professor an opportunity to spend time with each individual student and help him/her arrive at an acceptable solution.

7. Learning Distractions

Use of cell phones and other personal digital devices are not acceptable during class time. A student alert may be filed if a student is using a cell phone or social networking software during class time.

8. Critiques/Presentation of Work

Each student is expected to discuss their work during critiques and participate by giving constructive feedback to other students. Critiques may include a discussion of aesthetic, technical and creative considerations, style and use of design elements and principles.

9. Research/Reference

Students will be required to collect and prepare appropriate reference material for a number of studio projects.

10. Plagiarism is considered a serious offence. Any work (in whole or in part) that is plagiarized will be given a mark of "zero", and the student will face disciplinary action by the College.

11. The faculty instructor is available for consultation outside of class time. However, it is the student's responsibility to make an appointment for this consultation.

General Course Outline Notes:

1. Students should use the course outline as a learning tool to guide their achievement of the learning outcomes for this course. Specific questions should be directed to their individual professor.
2. The college considers the electronic communication methods (i.e. DC Mail or DC Connect) as the primary channel of communication. Students should check the sources regularly for current course information.
3. Professors are responsible for following this outline and facilitating the learning as detailed in this outline.
4. Course outlines should be retained for future needs (i.e. university credits, transfer of credits etc.)
5. A full description of the Academic Appeals Process can be found at <https://durhamcollege.ca/about/governance/policies/academic-policies> .
6. Faculty are committed to ensuring accessible learning for all students. Students who would like assistance with academic access and accommodations in accordance with the Ontario Human Rights Code should register with the Access and Support Centre (ASC). ASC is located in room SW116, Oshawa Campus and in room 180 at the Whitby Campus. Contact ASC at 905-721-3123 for more information.
7. Durham College is committed to the fundamental values of preserving academic integrity. Durham College and faculty members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments could be subject to submission either by themselves or by the faculty member for a review of textual similarity to Turnitin.com. Further information about Turnitin can be found on the Turnitin.com Web site.

Learning Plan

The Learning Plan is a planning guideline. Actual delivery of content may vary with circumstances.

Students will be notified in writing of changes that involve the addition or deletion of learning outcomes or evaluations, prior to changes being implemented, as specified in the Course Outline Policy and Procedure at Durham College.

Wk.	Hours:	3	Delivery:	In Class
1	Course Learning Outcomes			
	CLO6			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES5, EES6, EES7, EES8, EES10, EES11	Practiced:	EES1, EES2, EES5, EES6, EES7, EES8, EES10, EES11
	Intended Learning Objectives			
	Course Introduction > Course outline, Welcome, Introductions "What is Typography" Introduction to Typography in Graphic Design			
	Looking at materials in art kit			
	Intended Learning Activities			
	Lecture, Discussion, Art Kit Discussed			
	Resources and References			
	Art Kit			
	Evaluation			

Wk.	Hours: 3	Delivery: In Class
2	Course Learning Outcomes CLO2, CLO6	
	Essential Employability Skills	
	Taught: EES1, EES2, EES5, EES6, EES7, EES10, EES11	Practiced: EES1, EES2, EES5, EES6, EES7, EES10, EES11
	Intended Learning Objectives History of Type Lecture - book reference reviewed to page 15 Mounting Demonstration - Students create sample	
	Intended Learning Activities Mounting Exercise [cutting board, paper, board, glue, etc.] VIDEO	
	Resources and References Reference to digital type samples Web resources Art Kit Textbook to page 15	
Evaluation In Process: Quizzes and Studio Exercises	Weighting Studio Work - Ongoing 20%	

Wk.	Hours: 3	Delivery: In Class
3	Course Learning Outcomes CLO2, CLO3, CLO6	
	Essential Employability Skills Taught: EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11 Practiced: EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11	
	Intended Learning Objectives Typography terminology Lecture. [Kerning] Optical vs mechanical spacing (kerning, tracking, word spacing, leading) with examples Phrase Rendering assignment discussed Developing observation skills, tracking /kerning, optical letter and word spacing, use of tools	
	Intended Learning Activities Discussion/presentation Lecture Begin working on Phrase Rendering Exercise - the kerning game	
	Resources and References Art Kit Web resources Reference to digital type samples Assignment Sheet Read to page 35 in Type Book	
	Evaluation In Process: Quizzes and Studio Exercises	

Wk.	Hours: 3	Delivery: In Class	
4	Course Learning Outcomes CLO1, CLO6		
	Essential Employability Skills Taught: EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11 Practiced: EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11		
	Intended Learning Objectives Anatomy of Type Lecture, Presentations, Quiz.		
	Intended Learning Activities > In-Studio, Typographic Terms presentation by Students. Students present selected typographic term. Refer to page 36 and 37 in type book. > Type anatomy quiz to reinforce previous student presentations [During Class time] > Phrase Rendering due		
	Resources and References Art Kit Phrase Rendering assignment at current stage Reference to digital type samples Textbook pp 36 and 37 ***Quiz next week on textbook pages 13-35		
	<table border="0"> <tr> <td data-bbox="207 1010 1071 1129"> Evaluation Assignment: Phrase Rendering for kerning, tracking, word spacing, leading In Process: Quizzes and Studio Exercises </td> <td data-bbox="1112 1010 1385 1100" style="vertical-align: top;"> Weighting 10% & Ongoing Studio Work </td> </tr> </table>		Evaluation Assignment: Phrase Rendering for kerning, tracking, word spacing, leading In Process: Quizzes and Studio Exercises
Evaluation Assignment: Phrase Rendering for kerning, tracking, word spacing, leading In Process: Quizzes and Studio Exercises	Weighting 10% & Ongoing Studio Work		

Wk.	Hours: 3	Delivery: In Class
5	Course Learning Outcomes CLO1, CLO2, CLO5, CLO6	
	Essential Employability Skills	
	Taught: EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11	Practiced: EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11
	Intended Learning Objectives Expressive Word and Type References [choosing typefaces, what not to choose] Expressive word Project assigned	
	Intended Learning Activities Type Reference Guide Part 1 - In-Studio [by end of class students have 5 sans & 5 serif fonts chosen, template started and uploaded to DC Connect with Progress PDF] Type Reference Part 1 Due	
	Resources and References Reference to digital type samples Web Resources Assignment Sheet Textbook pp 36-53 (review - assigned previously)	
Evaluation In Process: Quizzes and Studio Exercises	Weighting Studio Work - Ongoing	

Wk.	Hours:	3	Delivery:	In Class
6	Course Learning Outcomes CLO1, CLO4, CLO5, CLO6			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11
	Intended Learning Objectives Expressive Word Consultation			
	Intended Learning Activities Type Reference Guide Part 2 - In-Studio [by end of class students have 5 sans & 5 serif fonts chosen, final pdf uploaded to DC Connect] Type Reference Part 2 Due			
	Resources and References Art Kit Assignment Sheet In class exercise			
Evaluation In Process: Quizzes and Studio Exercises			Weighting Studio Work - Ongoing	
Wk.	Hours:	3	Delivery:	In Class
7	Course Learning Outcomes CLO2, CLO4, CLO6			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11
	Intended Learning Objectives Lecture on Book Cover Design Demonstration on bitmap type Book Cover Project assigned Expressive Word Project Due			
	Intended Learning Activities Lecture and Demonstration In-Studio bitmap type design exercise - Due at the end of class			
	Resources and References Reference to digital type samples Web resources Assignment Sheet			
Evaluation In Process: Quizzes and Studio Exercises			Weighting Expressive Word - 15%	

Wk.	Hours:	3	Delivery:	In Class
8	Course Learning Outcomes CLO5, CLO6			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11
	Intended Learning Objectives Book Cover Consultation Discuss concept for project and initial layout Identify and address any concerns with design or technical components Ensure project is on target to meet expectations for target market, etc			
	Intended Learning Activities Consultation			
	Resources and References Assignment Sheet Digital & Web resources			
Evaluation In Process: Attendance, Consultation, Professionalism				
Wk.	Hours:	3	Delivery:	In Class
9	Course Learning Outcomes CLO5, CLO6			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES8, EES10, EES11	Practiced:	EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES8, EES10, EES11
	Intended Learning Objectives Type Measuring Lecture Measuring type (terminology and approaches) Book Cover Project Due - Presentation and Critique			
	Intended Learning Activities Consultation In-Studio exercise measuring type			
	Resources and References Assignment Sheet Digital & Web resources			
Evaluation Project: Project 3 - Book Covers In Process: Quizzes and Studio Exercises			Weighting 15% & Ongoing Studio Work	

Wk.	Hours:	3	Delivery:	In Class
10	Course Learning Outcomes CLO1, CLO3, CLO4, CLO6			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11
	Intended Learning Objectives Type Specimen Lecture and Discussion Type Specimen Project assigned			
	Intended Learning Activities Lecture In-Studio Opinion Editorial - AD Layout			
	Resources and References Assignment Sheet Digital & Web resources			
Evaluation In Process: Quizzes and Studio Exercises			Weighting Ongoing Studio Work	
Wk.	Hours:	3	Delivery:	In Class
11	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO6			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11
	Intended Learning Objectives Consultation - Type Specimen Project Discuss concept for project and initial layout Identify and address any concerns with design or technical components Ensure project is on target to meet expectations for target market, etc			
	Intended Learning Activities Consultation			
	Resources and References Assignment Sheet Digital & Web resources			
Evaluation In Process: Attendance, Consultation, Professionalism				

Wk.	Hours:	3	Delivery:	In Class
12	Course Learning Outcomes CLO5, CLO6			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11
	Intended Learning Objectives Typographic Hierarchy Lecture Hierarchy poster design assigned			
	Intended Learning Activities Lecture Student presentations of Type Specimen Project Type Specimen Project Due			
	Resources and References Assignment Sheet Digital & Web resources			
Evaluation Project: Project 4 - Specimen Poster			Weighting 15%	
Wk.	Hours:	3	Delivery:	In Class
13	Course Learning Outcomes CLO5, CLO6			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11
	Intended Learning Objectives Consultation - Hierarchy Poster Design Project Discuss concept for project and initial layout Identify and address any concerns with design or technical components Ensure project is on target to meet expectations for target market, etc			
	Intended Learning Activities Consultation			
	Resources and References Assignment Sheet Digital & Web resources			
Evaluation In Process: Attendance, Consultation, Professionalism				

Wk.	Hours:	3	Delivery:	In Class
14	Course Learning Outcomes CLO1, CLO3, CLO4, CLO6			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES10, EES11
	Intended Learning Objectives Presentations of Final Project			
	Intended Learning Activities Student Presentations/Critique of Hierarchy Poster Design Project			
	Resources and References Assignment Sheet Digital & Web resources			
Evaluation Project: Project 5 - Hierarchy Poster			Weighting 15%	
Wk.	Hours:	3	Delivery:	In Class
14	Course Learning Outcomes CLO6			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES10, EES11	Practiced:	EES1, EES2, EES10, EES11
	Intended Learning Objectives Course Evaluation			
	Intended Learning Activities Consultation, Review, Feedback Survey			
	Resources and References N/A			
Evaluation			Weighting Att /Pro /Consult 10%	