ORIGINAL COURSE IMPLEMENTATION DATE: September 1995
REVISED COURSE IMPLEMENTATION DATE: September 2019
COURSE TO BE REVIEWED (six years after UEC approval): September 2019
Course outline form version: 10/27/2017

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 154	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Typography I
Course Short Title:
(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)

Faculty: Faculty of Humanities	**Department (or program if no department):** Graphic + Digital Design

Calendar Description:

This course explores the history and foundation of typography from the 15th century to the present. Students will gain an understanding of typographic best practices, and an appreciation for the expressive qualities of type through lectures, projects, and presentations.

Prerequisites (or NONE):	None.
Corequisites (if applicable, or NONE):	None
Pre/corequisites (if applicable, or NONE):	None

Antirequisite Courses *(Cannot be taken for additional credit.)*
Former course code/number:
Cross-listed with:
Dual-listed with:
Equivalent course(s):
(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Special Topics
This course is offered with different topics:
☒ No ☐ Yes *(Double-click on box to select it as checked.)*

If yes, different lettered courses may be taken for credit:
☐ No ☐ Yes, repeat(s) ☐ Yes, no limit
(The specific topic will be recorded when offered.)

Transfer Credit
Transfer credit already exists: *(See **bctransferguide.ca**.)*
☐ No ☒ Yes
Submit revised outline for rearticulation:
☒ No ☐ Yes *(If yes, fill in transfer credit form.)*

Typical Structure of Instructional Hours

Lecture/seminar hours	35
Tutorials/workshops	
Supervised laboratory hours	15
Experiential (field experience, practicum, internship, etc.)	
Supervised online activities	
Other contact hours: Student Directed Learning	10
Total hours	**60**

Labs to be scheduled independent of lecture hours: ☐ No ☐ Yes

Grading System
☐ Letter Grades ☐ Credit/No Credit

Expected Frequency of Course Offerings:
Annually
(Every semester, Fall only, annually, every other Fall, etc.)

Department / Program Head or Director: Tetsuomi Anzai	**Date approved:**	November 2018
Faculty Council approval	**Date approved:**	December 7, 2018
Dean/Associate VP: Jacqueline Nolte	**Date approved:**	December 7, 2018
Campus-Wide Consultation (CWC)	**Date of posting:**	n/a
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	February 1, 2019

Learning Outcomes:

Upon successful completion of this course, students will be able to:
- Describe the historical development of typography
- Use industry standard typographic terminology
- Identify systems for type classification, type families, and letterforms
- Define the anatomy of type
- Demonstrate an understanding of font formats, usage, and licensing
- Calculate units of measurement
- Employ best practices in the application of typography
- Use grids for page structure in the application of typography
- Create custom typographic solutions using hand lettering and digital tools
- Use type as image
- Evaluate the readability of text in print and digital media
- Assess and articulate the successful application of typography

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.)*

Lectures, demonstrations, workshops, presentations, and self-directed skill development.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials *(If more space is required, download Supplemental Texts and Resource Materials form.)*

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Lupton, Ellen	Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students	☒	Architectural Press	2010
2.	Bringhurst, Robert	The Elements of Typographic Style	☒	Hartley & Marks	1996
3.	Saltz, Ina	Typography Essentials: 100 Design Principles for Working with Type	☒	Beverly, MA: Rockport	2009
4.	Subscription to Lynda.com		☐		

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Adobe CS-current edition, Macintosh computer, iPad

Typical Evaluation Methods and Weighting

Projects:	75%	Assignments:	15%	Field experience:	%	Group Presentations:	5%
Quizzes/tests:	5%	Lab work:	%	Shop work:	%	Total:	100%

Details (if necessary): Project 1: 10%, Project 2: 20%, Project 3: 20%, Project 4: 25%

Typical Course Content and Topics

Weeks 1–3:
- An introduction to typography
- Historical review and presentation assignments
- Systems used in typography: Type classification, type families, and letterforms
- The anatomy of the letterform
- Typographic terminology and measures

Weeks 4–5:
- Using type as image. An exploration of the expressive qualities of typography
- Creating original typographic solutions using hand lettering
- Creating logotypes using custom letterforms

Weeks 6–8:
- Typeface versus font. Understanding font formats, use, and licensing
- Using best practices in the application of numerals, punctuation, ligatures, kerning, tracking, line spacing, alignment, paragraphs, and hierarchy
- Layout autopsy: "How do you see?"
- Book typography

Weeks 9–11:
- Information hierarchy
- An introduction to multi-column grids

Weeks 12–13:
- International typographic style