

COURSE IMPLEMENTATION DATE: September 1995
 COURSE REVISED IMPLEMENTATION DATE: September 2007
 COURSE TO BE REVIEWED: December 2010
 (Four years after UPAC final approval date) (MONTH YEAR)

OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
 Shaded headings are subject to change at the discretion of the department and the material will vary
 - see course syllabus available from instructor

FACULTY/DEPARTMENT: GD 154	Visual Arts	3
COURSE NAME/NUMBER	FORMER COURSE NUMBER Typography I	UCFV CREDITS
COURSE DESCRIPTIVE TITLE		

CALENDAR DESCRIPTION:

Students will study the history and foundation of typography. A series of projects will develop understanding of the formation of letterforms, the particular characteristics and aesthetic values of typefaces, proper layout, and the setting of type. Students will work in a traditional context of hand-rendering type.

PREREQUISITES: None
 COREQUISITES:

SYNONYMOUS COURSE(S)	SERVICE COURSE TO:
(a) Replaces: _____ (Course #)	_____
(b) Cannot take: _____ for further credit. (Course #)	_____

TOTAL HOURS PER TERM: 45	TRAINING DAY-BASED INSTRUCTION
STRUCTURE OF HOURS:	LENGTH OF COURSE: _____
Lectures: 25 Hrs	HOURS PER DAY: _____
Seminar: _____ Hrs	
Laboratory: 20 Hrs	
Field Experience: _____ Hrs	
Student Directed Learning: _____ Hrs	
Other (Specify): _____ Hrs	

MAXIMUM ENROLLMENT:	24
EXPECTED FREQUENCY OF COURSE OFFERINGS:	Once a year
WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	<input type="checkbox"/> Yes <input type="checkbox"/> No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

AUTHORIZATION SIGNATURES:

Course Designer(s): _____ Chairperson: _____
 Graphic Design Faculty. Review: J. Nolte BFA Curriculum Committee

Department Head: _____ Dean: _____
 Jacqueline Nolte Eric Davis

UPAC Approval in Principle Date: _____ UPAC Final Approval Date: Dec. 13, 2006

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

By the end of this course successful students will be able to:

1. Comprehend the historical development of typography
2. Understand typesetting terms
3. Classify typefaces into categories
4. Recognize the anatomy of type
5. Recognize and apply typesetting marks
6. Calculate units of measurement
7. Evaluate the readability of text
8. Assess and articulate the successful application of typography

METHODS:

Lecture
Audiovisual Material
Practise
Library research
Critiques

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR (Please check:) Yes No

METHODS OF OBTAINING PLAR:

Interview and portfolio

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

Jim Felici: The Complete Manual of Typography, Adobe press, 2003
James Craig, William Bevington and Susan E Meyer: Designing with Type: A Basic Course in Typography, 1999 4th edition, Watson Guptill, NY
Friedrich Friedl: Typography: An Encyclopedic Survey of Type Design and Techniques Throughout History, 1998, Black Dog and Leventhal, NY

SUPPLIES / MATERIALS:

Exacto knife; steel ruler; spray glue; matte board; felt pen set; marker paper; French curves; tracing paper; coloured paper

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Projects 50%
Short assignments 20%
Mid-term 15%
Final 15%

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

Weeks 1-3 Historical review and introduction of studio projects
Weeks 4-5 Industry terminology: historical and contemporary; Continuation of projects including drawing of rough production layouts requiring solutions to typographic problems; Overview of various kinds of type and their characteristics
Weeks 6-7 Contextual explorations pertaining to hand lettering with an emphasis on the history of craft and its critical reception
Weeks 8-10 Further development of student projects solving typographic design problems
Weeks 11-12 Group Critiques