



COURSE IMPLEMENTATION DATE: September 1995
 COURSE REVISED IMPLEMENTATION DATE: September 2012
 COURSE TO BE REVIEWED: March 2018
(six years after UPAC approval) *(month, year)*

OFFICIAL UNDERGRADUATE 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 – see course syllabus available from instructor

GD 154	College of Arts – Graphic Design	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
Typography		
COURSE DESCRIPTIVE TITLE		

CALENDAR DESCRIPTION:

This course explores the history and foundation of typography beginning in the 19th century to present day. Students will gain an understanding of typographic best practices, and an appreciation for the expressive qualities of type through lectures, projects, and presentations.

PREREQUISITES: None
 COREQUISITES: GD 159
 PRE or COREQUISITES:

SYNONYMOUS COURSE(S):

- (a) Replaces: _____
- (b) Cross-listed with: _____
- (c) Cannot take: _____ for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: 60

STRUCTURE OF HOURS:

Lectures:	<u>25</u>	Hrs
Seminar:	<u>10</u>	Hrs
Laboratory:	<u>15</u>	Hrs
Field experience:	_____	Hrs
Student directed learning:	<u>10</u>	Hrs
Other (specify):	_____	Hrs

TRAINING DAY-BASED INSTRUCTION:
 Length of course: _____
 Hours per day: _____

OTHER:
 Maximum enrolment: 24
 Expected frequency of course offerings: Once per year
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only) Yes No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department) Yes No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: Yes No

Course designer(s): <u>Graphic Design Faculty</u>	Date approved: <u>February 3, 2012</u>
Department Head: <u>Tetsuomi Anzai</u>	Date of meeting: <u>February 17, 2012</u>
Supporting area consultation (Pre-UEC)	Date approved: <u>February 17, 2012</u>
Curriculum Committee chair: <u>Tetsuomi Anzai</u>	Date approved: <u>February 17, 2012</u>
Dean/Associate VP: <u>Jacqueline Nolte</u>	Date of meeting: <u>March 2, 2012</u>
Undergraduate Education Committee (UEC) approval	

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
- Use 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

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)

Lectures
Demonstrations
Workshops
Presentations
Self-directed skill development

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Examination(s) Portfolio assessment Interview(s)

Other (specify):

PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS:

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

Lupton, Ellen. *Thinking with type: A critical guide for designers, writers, editors and students.* 2nd Ed. Princeton Architectural Press, 2010.

Bringhurst, Robert. *The Elements of Typographic Style*, 2nd Ed. Vancouver: Hartley & Marks, 1996.

Saltz, Ina. *Typography Essentials: 100 Design Principles for Working With Type.* Beverly, MA: Rockport, 2009

Subscription to Lynda.com

SUPPLIES / MATERIALS:

Universal Type Client
Adobe Type Library
Adobe CS current edition
Macintosh computer
iPad

STUDENT EVALUATION:

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

15% Exercises: 5% each
10% Project 1: Type as image
20% Project 2: 16 Business Cards
20% Project 3: Typographic poster
25% Project 4: Event promotion
5% Group presentations
5% Quiz

COURSE CONTENT:

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

- 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.
- Using type as image. An exploration of the expressive qualities of typography.
- Creating original typographic solutions using hand lettering.
- Creating logotypes using custom letterforms.
- 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?"
- Information hierarchy
- An introduction to grids
- Typography for print versus screen
- Analysis of digital typographic content