



COURSE IMPLEMENTATION DATE: September 1995
 COURSE REVISED IMPLEMENTATION DATE: September 2013
 COURSE TO BE REVIEWED: September 2019
(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 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: None
 COREQUISITES:
 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 Reviewed by Karin Jager</u>	
Department Head: <u>Tetsuomi Anzai</u>	Date approved: <u>March 1, 2013</u>
Campus-Wide Consultation (CWC)	Date of meeting: <u>March 28, 2013</u>
Curriculum Committee chair: <u>Tetsuomi Anzai</u>	Date approved: <u>April 12, 2013</u>
Dean/Associate VP: <u>Jacqueline Nolte</u>	Date approved: <u>April 12, 2013</u>
Undergraduate Education Committee (UEC) approval	Date of meeting: <u>April 26, 2013</u>

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

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

Lectures, demonstrations, workshops, presentations, and 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:

The following supplies are available to a limited number of seats. However, students in the Graphic and Digital Design program are required to have the following:

Adobe CS current edition
Macintosh computer
iPad

STUDENT EVALUATION:

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

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

COURSE CONTENT:

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

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.