



COURSE IMPLEMENTATION DATE: { _____ }
 COURSE REVISED IMPLEMENTATION DATE: { Jan-04 }
 COURSE TO BE REVIEWED: { Sep-08 }
 (FOUR (4) YEARS AFTER IMPLEMENTATION 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 material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT: _____ **GRAPHIC DESIGN** _____

COURSE NAME/NUMBER: GD 163 **FORMER COURSE NUMBER:** _____ **UCFV CREDITS:** 2

TYPOGRAPHY II

COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

Students will be introduced to and become proficient at contemporary typesetting technology. Emphasis will be upon typographic communication and the use of typography as an exclusive element of design. Students will also identify font management/handling issues and postscript/true type technologies. Major project included is the original design of a typeface.

PREREQUISITES: _____ GD 154, Admission to the Graphic Design Program or permission of the instructor. _____

COREQUISITES: _____

<p>SYNONYMOUS COURSE(S)</p> <p>(a) Replaces: _____ (Course #) _____</p> <p>(b) Cannot take: _____ for further credit (Course #) _____</p>	<p>SERVICE COURSE TO:</p> <p>_____ (Department / Program)</p> <p>_____ (Department / Program)</p>
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<p>TOTAL HOURS PER TERM: <u>39</u></p> <p>STRUCTURE OF HOURS:</p> <p>Lectures: <u>18</u> hrs. Seminar: _____ hrs. Laboratory: <u>18</u> hrs. Field Experience: <u>3</u> hrs. Student Directed Learning: _____ hrs. Other (Specify): _____ hrs.</p> <p>Combination of Lecture and Lab Hours: Yes <u>YES/NO</u></p>	<p>TRAINING DAY-BASED INSTRUCTION</p> <p>LENGTH OF COURSE: _____ N/A</p> <p>HOURS PER DAY: _____ N/A</p>
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MAXIMUM ENROLMENT: 30 (25 for program)

EXPECTED FREQUENCY OF COURSE OFFERING: _____ Once a year _____

WILL TRANSFER CREDIT BE REQUESTED?: (Lower-level courses only) YES X NO _____

WILL TRANSFER CREDIT BE REQUESTED?: (Upper-level requested by department) YES _____ NO _____

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: YES _____ NO _____

AUTHORIZATION SIGNATURES:	
Course designer(s): _____ Graphic Design Faculty	Chairperson: _____ (type name in this field) (Curriculum Committee)
Course reviewed by: _____ Virginia B. Cooke	Dean: _____ Virginia B. Cooke
Department Head: _____ Don Murray	
PAC Approval in Principle Date: _____ (type date in this field)	PAC Final Approval Date: _____ 29-Jan-03

GD 163

COURSE NAME / NUMBER

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

Use style sheets and multiple pages.

Recognize and apply hierarchal flow of information.

Organize document layout.

Assess text and image relationship.

Design type evoking mood and emotion.

Manage digital fonts and software.

Judge visual aesthetics.

METHODS:

Lecture.

Audiovisual Material.

Drill and Practise.

Library Research.

Experimentation.

Problem Solving.

Brainstorming.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR

YES X

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:]

The Complete Typographer by Christopher Perfect, Jeremy Austen ISBN 0130456675

The Non-Designer's Type Book: Insight and Techniques for Creating Professional-level Type ISBN 0201353679

SUPPLIES / MATERIALS:

*Marker Paper *Zip Disks

*Matte Board *Software

*Felt Pen Set

*Tracing Paper

*Computer

STUDENT EVALUATION:

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

Projects 60%

Small Assignments 25%

Short Tests 15%

GD 163

COURSE NAME / NUMBER

COURSE CONTENT:

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

Page layout techniques.

Type that evokes an emotional response.

Projects solving advanced typographical challenges.

Typographic exploration within the digital environment.