



ORIGINAL COURSE IMPLEMENTATION DATE: January 2019
 REVISED COURSE IMPLEMENTATION DATE:
 COURSE TO BE REVIEWED (six years after UEC approval): September 2024
 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 254		Number of Credits: 3 Course credit policy (105)															
Course Full Title: Typography II Course Short Title: <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>																	
Faculty: Faculty of Humanities		Department (or program if no department): Graphic + Digital Design															
Calendar Description: Develop advanced skills in typography for print and screen. Master typographic grids and hierarchies in static and dynamic formats, sequentially in print, and digital media; apply best practices in font selection for legibility; and integrate advanced typographic systems.																	
Prerequisites (or NONE):		GD 154.															
Corequisites (if applicable, or NONE):																	
Pre/corequisites (if applicable, or NONE):																	
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Dual-listed with: Equivalent course(s): <i>(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.)</i>		Special Topics This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(Double-click on box to select it as checked.)</i> If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>(The specific topic will be recorded when offered.)</i>															
Typical Structure of Instructional Hours <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr><td>Lecture/seminar hours</td><td style="text-align: center;">30</td></tr> <tr><td>Tutorials/workshops</td><td></td></tr> <tr><td>Supervised laboratory hours</td><td style="text-align: center;">20</td></tr> <tr><td>Experiential (field experience, practicum, internship, etc.)</td><td></td></tr> <tr><td>Supervised online activities</td><td style="text-align: center;">10</td></tr> <tr><td>Other contact hours:</td><td></td></tr> <tr><td style="text-align: right;">Total hours</td><td style="text-align: center;">60</td></tr> </table>		Lecture/seminar hours	30	Tutorials/workshops		Supervised laboratory hours	20	Experiential (field experience, practicum, internship, etc.)		Supervised online activities	10	Other contact hours:		Total hours	60	Transfer Credit Transfer credit already exists: <i>(See bctransferguide.ca.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Submit revised outline for rearticulation: <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>	
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Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Grading System <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit															
Expected Frequency of Course Offerings: annually <i>(Every semester, Fall only, annually, every other Fall, etc.)</i>																	
Department / Program Head or Director: Karin Jager		Date approved: February 2018															
Faculty Council approval		Date approved: March 2018															
Dean/Associate VP: Jacqueline Nolte		Date approved: March 2018															
Campus-Wide Consultation (CWC)		Date of posting: June 2018															
Undergraduate Education Committee (UEC) approval		Date of meeting: September 28, 2018															

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Design typographic solutions in response to a creative brief
- Produce advanced type composition, hierarchy, and complex text formatting
- Choose a typeface for a brand strategy
- Develop typographic systems to support brand touchpoints
- Employ best practices for accessibility that considers audiences, interaction, legibility, and readability
- Create illustrated lettering and customized typographic wordmarks
- Employ appropriate tools for both analog and digital typographic applications
- Visually control text rendering such as leading, word and letter spacing, active white space on high screen resolutions with techniques available in HTML and CSS
- Apply typographic grids and hierarchies for user interfaces using adequate type pairings and online font resources
- Solve legibility issues that occur in interactive environments such as color, size and composition
- Create digital work of typographical worth with a focus on native contents for iPad/tablet devices and mobile phones
- Calculate typographic proportion needed in body, headers, and measure margins, floats and media queries in mobile-first Responsive Web Design (RWD)
- Use best practices in the application of typography
- 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, visual research, iteration, experiential learning, sprints, critiques, presentations.

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. Pamental, Jason	Responsive Typography: Using Type Well on the Web	<input checked="" type="checkbox"/>	O'Reilly	2014
2. Truong, Donny	Professional Web Typography	<input checked="" type="checkbox"/>	E-Book	2016
3. Lupton, Ellen	Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students	<input checked="" type="checkbox"/>	Princeton	2014
4. Bringhurst, Robert	The Elements of Typographic Style: Version 4.0	<input checked="" type="checkbox"/>	Hartley & Marks	2013
5. Association of Registered Graphic Designers (RGD)	Access Ability: A Practical Handbook on Web Design	<input checked="" type="checkbox"/>	RGD & Government of Ontario	2015

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

Internet connection, MAMP, Google fonts, subscription to Adobe CC, Lynda.com, and access to an Apple computer.

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	70%	Field experience:	%	Portfolio:	%
Midterm exam:	%	Project:	%	Practicum:	%	Other:	%
Quizzes/tests:	10%	Lab work:	20%	Shop work:	%	Total:	100%

Details (if necessary):**Typical Course Content and Topics****Weeks 1, 2, and 3**

Expressive Typography – print and digital, exploring interfaces, accessibility, and complexity. Project 1 assigned, due week 4

Weeks 4 and 5

Illustrated Lettering. Working with letterforms, craft, and motion. Developing a wordmark. Project 1 due, Project 2 assigned, due week 6

Week 6

Typography as a catalyst for cultural connection, persuasion and engagement. Exploring type only design systems and designed experiences. Considering typography as essential to a brand strategy. Audience, interaction and brand touch points. Project 3 Assigned, due week 11

Week 7

Transmedia applications, from large scale displays and retail environments to packaging, posters, web, and digital publications. Working with complexity and creating graphic standards for a typographic design system. Choosing typefaces that become the voice for

a brand strategy. Creating a style guide for print applications and web type. Print vs. web type, where they overlap, and where they don't.

Week 8

It's in the details. Typographic best practices. Strategies for large amounts of content, information hierarchy, big and small sizes, and best practices for digital and print. Typographic terms, print vs. web. History of digital typography and the evolution of type on web. Viewing typography on the browser. Introduction to font-face and viewing on various browsers (Google, Safari, Opera, Chrome, Internet Explorer). Evaluating font face servers such as Google fonts and Type Kit. Research type trends and notable web typographers.

Week 9

Type Pairings for UI vs. print. Developing style guidelines for digital and analog. Accessibility, legibility and readability. Determine contrast, even spacing, x-height, styles, weights, and context in digital typography. Disseminate serif and sans-serif fonts on digital screen. Discuss screen typography rules and how to create optimal pairings for legibility and visual hierarchy.

Week 10: Styling Digital Typography

Setting up HTML markup page with viewport. Customizing web typography styles such as weight, margin, padding, alignment, line-height, and spacing with CSS. Comfortable measure in legibility, styling with color and contrast.

Week 11: Calculating for Fluid RWD

Converting from pixel to em for responsive mobile first design. Examine how to calculate different scales in different screens and legibility issues that occur. Code media screens based on screen conversion rates and optimal typography scale for headers, sub headers and paragraph text.

Project 4 Assigned: Typography in Responsive Web Design due week 13.

Week 12: Animating Type in JavaScript

Bring typography to life by adding movement in type with CSS and JavaScript. Create keyframes in CSS using HTML elements. Explore effects such as fade in, ease in, slide, and expand open.

Week 13: Typography Resources

Discuss web typography resources for designing for screens and keeping current with methodology.
Final test.