

COURSE IMPLEMENTATION DATE: [**January 2000**]

COURSE TO BE REVIEWED DATE: [**January 2004**]
(Four years after implementation date)

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**

GD 263

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COURSE NAME/NUMBER

FORMER COURSE NUMBER

UCFV CREDITS

TYPOGRAPHIC DESIGN

COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

This class will approach design using typography alone without the aid of illustrative or photographic imagery. Typography becomes imagery. Students will confront the problem of designing and communicating with a variety of type styles with the addition of graphic motifs and colour. There will be a strong emphasis on the emotive use of type and how it can be relied on for salient communication.

PREREQUISITES: completion of previous year of Graphic Design program

COREQUISITES:

SYNONYMOUS COURSE(S)

(a) Replaces: _____
(Course #)

(b) Cannot take _____ for further credit
(Course #)

SERVICE COURSE TO:

(Department / Program)

(Department / Program)

TOTAL HOURS PER TERM: **82.5**

STRUCTURE OF HOURS:

Lectures:	15	hrs
Seminar:	7.5	hrs
Laboratory:	52.5	hrs
Field Experience:		hrs
Student Directed Learning:		hrs
Other (Specify):	7.5	hrs
critique		

TRAINING DAY-BASED INSTRUCTION

LENGTH OF COURSE: _____

HOURS PER DAY: _____

MAXIMUM ENROLMENT: **20**

EXPECTED FREQUENCY OF COURSE OFFERING: _____

WILL TRANSFER CREDIT BE REQUESTED? YES _____ NO **/** _____

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

AUTHORIZATION SIGNATURES:

Course designer(s): _____

Chairperson: _____

Department Head: **GRAPHIC DESIGN FACULTY**

Dean: **(Curriculum Committee)**

Tom Lulevitch

W.R. (Dick) Bate

PAC Approval in Principle Date: _____

PAC Final Approval Date: **November 24, 1999**

COURSE NAME / NUMBER

LEARNING OBJECTIVES / GOALS / OUTCOMES/ LEARNING OUTCOMES:

1. To understand that typography is the basis of all areas of graphic design.
2. To be thoroughly immersed in the emotive qualities of typography.
3. To be fluent in making critical choices based on original concepts.

METHODS:

Through a series of realistic problems students will be taken through each stage systematically, from briefing through to design and RIP ready electronic file.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR YES _____ NO /_____

METHODS OF OBTAINING PLAR: N/A

TEXTBOOKS, REFERENCES, MATERIALS:

Print Magazine
Graphis
Shift Magazine

SUPPLIES / MATERIALS:

zip drive & zip discs

STUDENT EVALUATION:

3 assignments @ 30% each	90%
Personal evaluation	10%

COURSE CONTENT:

Signage
Book jacket
Exhibit