COURSE CALENDAR DESCRIPTION

Introduces students to a number of methods for designing a typeface, with an emphasis in using vector drawing software. Starting with a number of initial exercises, students will learn about the design decisions that go into shapes, serifs/sans serifs, spacing, and other often overlooked details. Prerequisite: FA/YSDN 2007 3.0 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

Furthers the students knowledge of the typographic principles initiated in Typography 3. The investigation of typography in various media to communicate with impact on the audience is emphasized through font creation and type in motion. Optional course. Prerequisites: FA/YSDN 2007 3.0 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
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<td>Alleyn, Renee</td>
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SPECIAL FEATURES

ysdn 3003 York / Sheridan Program in Design, Fall 2017

Typeface Design

Course Instructor/Director: Renée Alleyn
Contact Information: renee.alleyn@sheridancollege.ca
Office: j119, Meetings by appointment
Time & Location: Mondays, 9:00am–1:00pm, Room j219
Prerequisites: fa/ysdn 2007 3.0 or permission of the Department of Design
Course Drop Date: The last day to drop this course without receiving a grade is November 10th.

Course Description:
Introduces students to a number of methods for designing a typeface, with an emphasis in using vector drawing software. Starting with a number of initial exercises, students will learn about the design decisions that go into shapes, serifs/sans serifs, spacing, and other often overlooked details.

Learning Outcomes:
Upon successful completion of this course, students will:
• Model knowledge of the creative and technical aspects of typeface design.
• Explain their work process and resolution verbally and in writing.
• Demonstrate visual sensitivity to letter forms and their inter-relationship.
• Develop intermediate to advanced vector drawing abilities.
• Perform cross-media research and verify findings.
• Model professional standards in the presentation of typeface designs.
• Employ acquired basic to intermediate knowledge of font production in Glyphs.
• Gain insight into font production and licensing.

Course Materials:

**Gibson by Rod McDonald:** The humanist sans-serif font Gibson by Rod McDonald has been installed on lab computers as reference in the completion of the term assignment. Students may wish to install the font on their personal computers, though this is not mandatory. The eight-typeface Gibson family is available for purchase online for $48 at canadatype.net/fonts/gibson.

**Glyphs:** Students are required to use Glyphs, the industry-standard software for font development. Glyphs is installed for your use on the Sheridan lab computers in rooms j219 and j223. For use on students’ personal computers, a 30-day free trial or a 44.99¤ mini version is available for download from glyphsapp.com.

**Calligraphy Lecture & Demo:** Students are asked to bring a black calligraphy marker (2.4 – 3.5mm nib) or Pilot Parallel pen (2.4mm nib) with them to class Week 3. Calligraphy markers are the more economical option and can be purchased at the Sheridan Bookstore.

Suggested Texts:


evaluation:
5% Hamburgefontsiv hand rendering—due September 18th
20% **Phase 1:** Design brief—due October 2nd
35% **Phase 2:** Typeface design
15% Initial character set—due October 23rd
20% Full character set—due November 13th
30% **Phase 3:** Type specimen—due December 4th
10% Preparedness/Attendance/Progress/Participation

schedule:

**Week 1:** September 11th
introduction: About the course
lecture: What is type? / Origins of ideas for type
group exercise: Type origins
project brief: Introduction to Gibson and term project
in-class assignment: Hand rendering of “Hamburgefontsiv” in a chosen weight of Gibson

**Week 2:** September 18th
_Due:_ Hand rendering of “Hamburgefontsiv” in chosen weight of Gibson
lecture: The type design process & Glyphs demonstration
exercise: Researching Visual Voice
critiques: Review research & design brief progress

**Week 3:** September 25th
lecture: Calligraphy Demo (bring calligraphy marker or Pilot Parallel pen)
project brief: Character sets
critiques: Design brief

**Week 4:** October 2nd
**Due:** Design brief
lecture: Case studies
critiques: Initial character set progress
**Thanksgiving—no class**

**Week 5:** October 16th
guest critique: Kevin King from the University of Reading, UK
• Initial character set refinements and all lowercase progress

**Week 6:** October 23rd
**Due:** Initial character set
lecture: Metrics & Letter Spacing
critiques: All lowercase characters

**Week 7:** October 30th
lecture: Open Type
critiques: Lowercase & uppercase

**Week 8:** November 6th
guest critique: Kevin King from the University of Reading, UK
• Full character set & metrics

**Week 9:** November 13th
**Due:** Full character set (52 character min.)
project brief: Type specimen
lecture: The purpose of type specimens

**Week 10:** November 20th
critiques: Type specimen roughs
eexercise: Choosing type

**Week 11:** November 27th
critiques: Type specimen full-mock-up

**Class 12:** December 4th
**Due:** Type Specimen

*Please note that the schedule is subject to change. Notifications of such will be made in class.*

program grading system:
The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ = 7, C+ = 5, etc.). Assignments and tests will bear either a letter grade designation or a corresponding number grade (e.g. A+ = 90 to 100, A = 80 to 90, B+ = 75 to 79, etc.). For a full description of York grading system see the York University Undergraduate Calendar at [http://calendars.students.yorku.ca/2017-2018/design](http://calendars.students.yorku.ca/2017-2018/design)

Students may take a limited number of courses for degree credit on an ungraded (pass/fail) basis. For full information on this option see Alternative Grading Option in the Faculty of Fine Arts section of the Undergraduate Calendar at [http://calendars.students.yorku.ca/2017-2018/design](http://calendars.students.yorku.ca/2017-2018/design)

**BDes Program grading system**

Grade Grade Percent Range Description

**Point**
A+ 9 90 –100% rare and exceptional work Thorough knowledge of concepts and techniques and exceptional skill and/or great originality in the use of those concepts/techniques in satisfying the requirements of an assignment/course.
A 80% – 89% excellent work Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.
B+ 75% – 79% very good work Thorough knowledge of concepts and techniques together with a fairly high degree of skill in the use of those concepts/techniques.
B 70% – 74% good work Good level of knowledge of concepts and techniques together with considerable skill.
C+ 65% – 69% competent work Acceptable level of knowledge of concepts and techniques together with considerable skill representing the student’s competence to continue and the department’s wish to have the student continue.
C 60% – 64% fairly competent work Acceptable level of knowledge of concepts and techniques together with some skill.
D+ 55% – 59% passing work Slightly better than minimal knowledge of required concepts and techniques together with limited skill.
D 50% – 54% poor work Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.
E 1 31% – 49% very poor work
F 0 0% – 30% inadequate work

All courses taken at York and Sheridan, including failures, are included in grade point average calculations. To calculate your Grade Point Average please visit: [http://www.yorku.ca/finearts/sas/gpa.htm](http://www.yorku.ca/finearts/sas/gpa.htm)

**Attendance & Lateness:**
Regular and punctual attendance is required professional behaviour in industry and therefore in this program. Attendance will be taken at the beginning of each class. Students are responsible for letting faculty know ahead of time if they are going to be late for class, or not attending.
Exceptions for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., a doctor’s letter). Students will be responsible for all academic, financial penalties and consequences resulting from their non-attendance.

**Assignment Submission:**
Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment. Assignments are to be handed in at the beginning of class on their due date in the format specified by the assignment outline provided by the Course Instructor.

**Lateness Penalty:**
Assignments received later than the due date will be penalized 10% per business day that the assignment is late. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., a doctor’s letter).

**Missed Tests:**
Students with a documented reason for missing a course project deadline or a test, such as illness, compassionate grounds, etc., which is confirmed by supporting documentation (e.g., doctor’s letter) may request accommodation from the Course Instructor. Further extensions or accommodation will require students to submit a formal petition to the Faculty.

**Student Responsibilities:**
• It is the responsibility of the student to make themselves familiar with the Gibson End User License Agreement and conduct themselves accordingly—this license is legally binding.
• Students must provide the Course Instructor with an active email address which is checked on a regular basis; all communication with the Course Instructor outside of regular class hours should be conducted by email—this includes notice of lateness or absence.
• It is the responsibility of the student to inform the Course Instructor, in a timely fashion, of any problems that may interfere with the student’s progress in the course.
• All work must always be printed prior to class in preparation for in-class critiques and discussion.
• It is the responsibility of the student to make themselves familiar with the course outline and come to class prepared for the activities listed therein. This includes arriving for guest lectures having prepared yourself ahead of time with knowledge of the speaker and their work.

• Each student is expected to present their work and process in individual, small-group, and full-class critiques.

• Students are expected to listen actively and take notes in class and during lectures—lecture hand-outs will not always be provided. Lecture slides and handouts contain copyright material, and must not be redistributed in any manner.

• It is the responsibility of the student to always back up their digital work. Every student is expected to have current project files available for critique according to the course outline. Use Digital Locker or external drives to back up work. The hard drives on the lab computers are not intended for storage of student work and will be trashed of all files on a regular basis.

• Use of the Design facilities and equipment is for the proper completion of assigned design projects only. Privileges may be withheld for improper use. Late or incomplete work due to the loss or suspension of privileges is not an acceptable reason for missed deadlines. Students under suspension of privileges must find alternative means to complete projects.

important information for students:

All students are expected to familiarize themselves with the following information—please note that this information is subject to periodic update.

Academic Honesty & Integrity:

ysdn students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty at http://www.yorku.ca/univsec/policies/document.php?document=69. There is also an academic integrity website with complete information about academic honesty. Students are expected to review the materials on the Academic Integrity website at http://www.yorku.ca/academicintegrity.

Occupational Health & Safety:

Students must be aware of ergonomic factors related to the course work and should practice recommended exercise to prevent developing occupational related health problems. Please refer to the following web page for details: http://ergo.info.yorku.ca/

Accessibility/Disability Services:

Both York and Sheridan provide services for students with disabilities (including learning, mental health, physical, sensory and medical disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at both institutions.

Students in need of these services are asked to register at both York and Sheridan as early as possible to ensure sufficient advance notice so that appropriate academic accommodation can be provided. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with these services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

at york university:

Additional information is available at www.yorku.ca/cds or by contacting the offices of the disability service providers.


at sheridan college:
Accessible Learning Services: Room B104, Trafalgar Campus. 905-845-9430 x2530
www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services.aspx

Counselling Services: www.sheridancollege.ca/life-at-sheridan/student-services/counselling-services.aspx

Health Services: www.sheridancollege.ca/life-at-sheridan/student-services/health.aspx

Ethics Review Process:
ysdn students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants at http://www.yorku.ca/secretariat/policies/document.php?document=94. In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to submit an Application for Ethical Approval of Research Involving Human Participants at least one month before you plan to begin the research. If you are in doubt as to whether this requirement applies to you, contact your Course Director immediately.

Religious Observance Accommodation:
York and Sheridan are committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Director within the first three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the Course Director immediately. Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from Student Client Services, Student Services Centre or online at http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf. Further information on religious observance is available at https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs.

Student Conduct:
Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect and to refrain from actions disruptive to such a relationship. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the class. A statement of the policy and procedures involving disruptive and/or harassing behaviour by students in academic situations is available on the York website http://www.yorku.ca/univsec/policies/document.php?document=82.

entering external design award shows & competitions:
In an effort to encourage more students to enter external award shows and competitions, the York/Sheridan Program in Design will reimburse the entry fee for winning entries at outside award shows and competitions, up to $35 (cad) per piece entered.
to take advantage of this, students must:
• Enter the competition, pay entry fees and postage and arrange for delivery;
• Provide written proof that they have received an award/prize, and
• Provide the original receipts for the entry fee in Canadian Dollars. (If the entry fee was paid in another currency, we require a receipt indicating the exact amount you paid in Canadian Dollars).
Note: Students are responsible for any other fees that may be associated with the prize. Please contact Barb Batke (email: bbatke@yorku.ca) for reimbursement after you receive the award.

Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.
Moodle @ York University