COURSE CALENDAR DESCRIPTION

Introduces the history and development of letters, letterforms and the typography system as practiced in contemporary print and electronic design. The typographic vocabulary, system of measurement, prioritization of information and issues of readability and legibility are introduced. Required course for Design major. Prerequisite: Design major or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.
An introduction to the history and development of letters, letterforms and the typography system as practiced in contemporary print and electronic design. The typographic vocabulary, system of measurement, prioritization of information and issues of readability and legibility are introduced. Required course for design major. Prerequisite: FA/YSDN 1001 3.00 or permission of the Department of Design. Course credit exclusion: FA/YSDN 2002 3.00. 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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<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tr>
<td>Alleyn, Renee</td>
<td>Sec. G / STDO / F</td>
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SPECIAL FEATURES

ysdn 1005 York / Sheridan Program in Design, Fall 2018
Typography 1
Course Directors: Gary Leroux (York) & Renée Alleyn (Sheridan)
Sheridan Sections:
lab 01 Wednesday 9:00–1:00, Room J218 | Julia Grzeskowiak, julia.grzeskowiak@sheridancollege.ca
lab 02 Wednesday 2:00–6:00, Room J218 | Julia Grzeskowiak, julia.grzeskowiak@sheridancollege.ca
lab 03 Wednesday 2:00–6:00, Room J223 | Renée Alleyn, renee.alleyn@sheridancollege.ca
York Sections
lab 01 Wednesday 8:30–12:30, Room 4028 DB | G. Leroux, gleroux@yorku.ca
lab 02 Wednesday 12:30–4:30, Room 4031 DB | L. Fraiman, l_fraiman@fraimandesign.com
lab 03 Wednesday 12:30–4:30, Room 4028 DB | V. Fullard, typoclass@rogers.com
Co-requisite: fa/ysdn 1001 3.0 or permission of the Department of Design. This is a required practicum course for BDes Majors.
Course Drop Date: The last day to drop this course without receiving a grade is November 9th.
Course Description:
Typography 1 is an introduction to the history and development of letters, letterforms and the typographic system as practiced in contemporary print and electronic design. The typographic vocabulary, system of measurement, prioritization of information, and issues of readability and legibility are introduced.

The main areas that will be covered in this course are:

- The written form of language
- Typographic vocabulary, terminology, and systems of measurement
- Anatomy of characters
- Introduction to the issues of legibility in print and electronic design
- The duality of type: type for reading and type as image
- Visual hierarchy in typography
- Visual relationships of concord and contrast
- Introduction to the grid
- Improvement and extension of computer skills
- Early development of writing

This course will be comprised of lectures, projects, critiques, in-class exercises, large and small group discussions, and student presentations.

Learning Outcomes:

Upon successful completion of this course, students will demonstrate:

- Understanding and application of the design process.
- Breadth and depth in concept exploration and design development.
- Ability to visualize concepts with clarity and economy.
- Ability to communicate their work process both verbally and visually.
- Use of hierarchy and grid to prioritize and organize information.
- Use of typographic contrasts.
- Participation in group critiques.
- Professional work ethics and standards of craftsmanship.
- Engagement in class activities and critiques.
- Commitment to schedules and due dates.
- Ability to adhere to project and exercise specifications.

Suggested Texts:


Evaluation:

20% Project 1
25% Project 2
35% Project 3
10% Exercises
10% Participation & development

Projects will be graded using the following criteria:

Problem solving: The originality of the concepts and ideas and their relevance to the problem; lateral thinking abilities; analysis of project requirements; understanding of the problem and its parameters, goals and objectives.
Concept development and refinement: The ability to take the original idea(s) and develop/improve and apply them, linear thinking abilities, critical evaluation of ideas and solutions.

Technical execution: The skills and technical abilities as demonstrated throughout the problem from early sketches to finished state, translation of ideas to visually and technically refined forms.

Presentation: The ability to communicate visually, verbally and in written form the direction of your problem solving process. Neatness and organization of submissions.

Process documentation: Process documents provide a record of the student’s ability to use the design process and reveals the breadth and depth of exploration involved with each project. All process work, including thumbnails, sketches, notes, annotations, and research (visual or otherwise) must be submitted to the instructor for review and evaluation.

These criteria may be expressed in greater detail on the grade slips returned with each project. Except for the last submission, projects will be returned in class.

Coming to each class is important. Lectures and briefings need to be heard first-hand. In-class exercises and group work provide an opportunity to reinforce and test theory immediately. Each student must present concepts and design solutions in individual, small group, and full-class critique situations. Assessment of participation and engagement in the learning process takes place on these occasions. It is essential that students keep up with the weekly work in the class in order to benefit from these learning opportunities.

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.).

BDes Program grading system

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<th>Grade</th>
<th>Grade Percent Range Description</th>
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<td>Point</td>
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<tr>
<td>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.</td>
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<td>A 8 80 – 89% excellent work Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.</td>
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<tr>
<td>B+ 7 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.</td>
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<td>B 6 70 – 74% good work Good level of knowledge of concepts and techniques together with considerable skill.</td>
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<tr>
<td>C+ 5 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.</td>
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<td>C 4 60 – 64% fairly competent work Acceptable level of knowledge of</td>
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concepts and techniques together with some skill.
D+ 3 55 – 59% passing work Slightly better than minimal knowledge of
required concepts and techniques together with limited skill.
D 2 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
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 respect intellectual property and copyright law.
• 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 intended for final print output 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/course
website and come to class prepared for the activities listed therein.

- 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.

The Senate Academic Standards, Curriculum and Pedagogy Committee (ASCP) provides a Student Information Sheet that includes the following:

York’s Academic Honesty Policy and Procedures / Academic Integrity website

- Access/Disability
- Ethics Review Process for Research Involving Human Participants
- Religious Observance Accommodation
- Student Code of Conduct

http://secretariat.info.yorku.ca/files/CourseInformationForStudentsAugust20121.pdf

Academic Information / York University

- Academic Accommodation for Students with Disabilities
- Alternate Exam and Test Scheduling
- Grading Scheme and Feedback Policy

The Senate Grading Scheme and Feedback Policy stipulates that (a) the grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) be announced, and be available in writing, within the first two weeks of class, and that, (b) under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for ‘full year’ courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade.

- Important University Sessional Dates

(you will find classes and exams start/end dates, reading/co-curricular week, add/drop deadlines, holidays, University closings and more.

- Manage My Academic Record

- “20% Rule”

No examinations or tests collectively worth more than 20% of the final grade in a course will be given during the final 14 calendar days of classes in a term. The exceptions to the rule are classes which regularly meet Friday evenings or on Saturday and/or Sunday at any time, and
courses offered in the compressed summer terms.
• Final course grades may be adjusted to conform to Program or Faculty grades distribution profiles.

Additional Information / Sheridan College
• Accessible Learning Services, Trafalgar campus, B104, (905) 845-9430, ext. 8196
  www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services
• Counselling Services, Trafalgar campus, B104, (905) 845-9430, ext. 2557
  www.sheridancollege.ca/life-at-sheridan/student-services/counselling-services
• Health Services, Trafalgar campus, B129, (905) 845-9430, ext. 2550
  www.sheridancollege.ca/life-at-sheridan/student-services/health

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