EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 2003 3.0 SECTION G
TYPOGRAPHY 2
FALL 2018 / WINTER 2019

Last Modified Date: 08/30/2018

COURSE CALENDAR DESCRIPTION

Further investigates the history, principles and application of contemporary typographic systems and issues of readability and legibility in print and electronic communication design. Required course for design major. Prerequisite: FA/YSDN 1005 3.00 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)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alleyn, Renee</td>
<td>Sec. G / STDO / F</td>
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</table>

SPECIAL FEATURES

ysdn 2003 York / Sheridan Program in Design, Fall 2018

Typography 2

Course Directors: Gary Leroux (York) & Renée Alleyn (Sheridan)

Sheridan Sections:
lab 01 Thursday 9:00–1:00, Room J219 | Renee Alleyn, renee.alleyn@sheridancollege.ca
lab 02 Thursday 1:30–5:30, Room J218 | Keya Vadgama, keya.vadgama@sheridancollege.ca
lab 03 Thursday 1:30–5:30, Room J219 | Gilbert Li, gilbert.li@sheridancollege.ca

York Sections:
lab 01 Thursday 8:30–12:30, Room DB 4034 | V. Fullard, typoclass@rogers.com
lab 02 Thursday 12:30–4:30, Room DB 4034 | G. Leroux, gleroux@yorku.ca
lab 03 Thursday 12:30–4:30, Room DB 4031 | V. Fullard, typoclass@rogers.com

Prerequisites: fa/ysdn 1005 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:
Building on the fundamentals introduced in ysdn 1005 Typography 1, this course further investigates the history, principals, and application of contemporary typographic systems and issues of readability and legibility in print and electronic communication design.

Learning Outcomes:
Upon successful completion of this course, students will:
• Demonstrate an understanding of the history and evolution of typography.
• Apply a critical awareness of typographic principals in a range of media applications.
• Use multiple typographic techniques and systems towards the goal of effective visual communication.
• Perform cross-media research and verify findings.
• Show a breadth and depth in concept exploration and design development.
• Explain their work process and resolution verbally and in writing.
• Evaluate the work of their classmates in group critiques.
• Model professional standards in the presentation of comps and prototypes.
• Employ intermediate InDesign skills.

Suggested Texts:
• Dair, Carl. Design with Type. University of Toronto Press, 1967.
• Luppton, Ellen. Type on Screen. Princeton Architectural Press, 2014.

evaluation:
20% Project 1
35% Project 2
25% Project 3
10% Exercises
10% Participation

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 BDes Program grading system

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>90 – 100%</td>
<td>rare and exceptional work</td>
</tr>
<tr>
<td>A</td>
<td>80 – 89%</td>
<td>excellent work</td>
</tr>
<tr>
<td>B+</td>
<td>75 – 79%</td>
<td>very good work</td>
</tr>
<tr>
<td>B</td>
<td>70 – 74%</td>
<td>good work</td>
</tr>
<tr>
<td>C+</td>
<td>65 – 69%</td>
<td>competent work</td>
</tr>
<tr>
<td>C</td>
<td>60 – 64%</td>
<td>fairly competent work</td>
</tr>
<tr>
<td>D+</td>
<td>55 – 59%</td>
<td>passing work</td>
</tr>
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</table>
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 & Latefulness:

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.

Latefulness Penalty:

Assignments received later than the due date will be penalized 10% per business day that the assignment is late. Exceptions to the latefulness 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 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.

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.

[Link to Moodle @ York University]