COURSE CALENDAR DESCRIPTION

Continues an in-depth investigation into contemporary explorations and applications of typographic principles, information theories, history and various approaches to solving visual communication problems. Letterpress printing and digital processes are investigated. Required course for Design major. Prerequisites: FA/YSDN 2003 3.00 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

COURSE CALENDAR DESCRIPTION

Continues an in-depth investigation into contemporary explorations and applications of typographic principles, information theories, history and various approaches to solving visual communication problems. Letterpress printing and digital processes are investigated. Required course for Design major. Prerequisites: FA/YSDN 2003 3.00 or permission of the Department of Design. Course credit exclusion: FA/YSDN 3002 3.00. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

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>Sych, Paul</td>
<td>Sec. M / STDO / W</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SPECIAL FEATURES

York University / Sheridan College Joint Program in Design
Typography 3 YSDN 2007 Winter 2019
Required Practicum Course Winter Term 2019
Course Director: York, Paul Sych

Section M
Lab 01 Thurs. 8:30am –12:30pm, Tel 4034, V. Fullard
Lab 02 Thurs. 8:30am –12:30pm, Tel 4031, A. Furman
Lab 03 Friday 12:30pm –4:30pm, Tel 4031, P. Sych
Lab 01 Thursdays, 9:00am–1:00pm, J223, Renée Alleyn
Lab 02 Thursdays, 1:30–5:30pm, J219, Gilbert Li
Lab 03 Thursdays, 1:30–5:30pm, J223, K. Vadgama

Prerequisites
Typography 2 (YSDN 2003) or permission of the Department of Design. Basic working knowledge of InDesign and Photoshop. Intermediate knowledge of Illustrator.

Course Description
This a required practicum course. This course will cover an in-depth investigation of a variety of exploratory methods using typography as the sole image maker within a design project. Areas of discipline will include
hand/computer lettering methods and customization principles. Students will be encouraged to develop a new and distinctive typographic vocabulary.

Topical outline
- Form sensitivity and visual shape relationships in typography
- Exploring the conceptual and communicative possibilities of expressive typography
- Adopting a more organic/manual use of typography — progressive thinking
- Encouraging students to explore his or her visual vocabulary and to learn the importance of employing more craft, expression and voice through typography and lettering

Learning Outcomes
Upon successful completion of the course, students will have demonstrated their abilities to:
- Craft custom and/or original typography
- Use typography as a sole image maker to convey message, content and communication
- Use typography or custom lettering in a expressive manner
- Achieve professional standards in the presentation of rough drafts/comprehensives

typoclass@rogers.com
aviva@furmation.com
paulsych@yorku.ca
renee.alley@sheridancollege.ca
gilbert.li@sheridancollege.ca

N/A

Supplementary fees
For all non-majors (students not currently enrolled in the Bachelor of Design degree program in the Department of Design), there is a Compulsory Supplementary Fee of $55.00, which covers the cost of some of the materials used for class problems/projects as well as subsidizes the cost of other materials such as photocopies, b&w laser output, software use and other services etc.

Voluntary Supplementary Fees are also charged to non-majors who wish to use the Design Facilities (Computer Facilities, Studios and sign-out equipment etc.) outside of class scheduled time. These fees are set by the Faculty of Fine Arts, Arts and Technology Committee and are $75.00 per term for the Academic Year 2017–2018. A valid, non-transferable user card is required by all students for access to design facilities during open access time.

Majors in the Department of Design will be issued their User Card (at no additional fee) at the beginning of each term. All supplementary fees (compulsory and voluntary) are payable in cash or certified cheque at the Department of Design Administrative Offices within the first two weeks of term. Use of the Design Department facilities and equipment is for the proper completion of assigned design projects only. Privileges may be withheld for improper use. Lateness or incomplete work due to the stoppage of privileges is not an acceptable reason for missing deadlines. Students under suspension of privileges must find alternative means to complete projects.

Expendable materials
There will be a fair amount of expendable materials (including the cost of printing) that you will be required to have for specific projects but these will vary from individual to individual.

The cost of expendable supplies will vary depending on the materials and distributor chosen but usually amounts to between $100.00 and $150.00 per student.

Evaluation*
The grading for the course breaks down as follows:
- Found Type 15%
- Re-mix type 15%
- Poetic Type 25%
Symbolic Type 35%
Preparedness and participation 10%

* 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. See the policy for exceptions to this aspect of the policy

When grading individual projects and assignments, you will be graded on four distinct aspects of the work.

1. Ideas
Their originality and thoroughness of rigor in exploring all design options (lateral thinking abilities), analysis of project requirements, understanding of the project and its parameters, goals & objectives

2. Refinement of the design
The ability to take the original idea(s) and develop/improve and apply them (vertical thinking abilities), critical evaluation of ideas & solutions

3. Skills
The technical abilities (understanding & execution) as demonstrated throughout the project from early sketches to finished state, translation of ideas to visually & technically refined forms

4. Presentation
The ability to communicate visually, verbally and in written form the systematic and logical direction your synthesis of the design process has taken and the final visual resolution of the project or exercise

Each project will be graded as to originality, creativity, technical execution & presentation. Your final grade will be a reflection of your course project grades, participation—which includes weekly work habits, design development, and presentations.

It is mandatory that all thumbnails and linears be handed in to the instructor for review. All students are expected to complete by the specified due date the specific work. All work must be complete and ready for presentation/submission at the beginning of the class in which it is due. Work not submitted at the beginning of class will be counted as late.

It is imperative that you keep up with the work in this class. Critiques and class involvement at the formative stages of the design process are more beneficial than after all has been completed. Late and/or incomplete work will be accepted at the discretion of the instructor. Accepted late work will penalized –10% per day late. Medical and compassionate exemption for lateness must be accompanied with proper written and signed documentation. Projects may not be re-done and re-submitted. A grade slip will be returned with each project.

Your active participation in field trips, guest lectures and other related events, as announced in class, is expected. All course work is to be submitted directly to the course instructor during scheduled course hours. In the rare event that this is impossible, contact your instructor directly to make arrangements.

Last Date to Drop Course
March 8, 2019 is the last day that a student can drop this course without receiving a grade. Financial penalties may be involved and could be assessed depending on the precise date that the course was dropped.

Key Dates
February 16–22 2019: Reading week – no classes, April 19: Good Friday – no classes
April 3, 2019: Last day of class, all work to be submitted

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+ 77 – 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 67 – 74% GOOD WORK Good level of knowledge of concepts and techniques together with considerable skill.

C+ 565 – 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+ 355 – 54% PASSING WORK Slightly better than minimal knowledge of required concepts and techniques together with limited skill.

D 250 – 54% POOR WORK Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.

E 131 – 49% VERY POOR WORK

F 0 0 – 30% INADEQUATE WORK

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 as specified in the Course Brief and as high resolution pdf files for instructor archiving.

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).

All courses taken at York, 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

Students must maintain a yearly cumulative 5.0 (C+) average in their annual GPA in order to remain in the BDes program. Failure to so will result in an automatic withdrawal from the YSDN program. Students should refer to the university calendar for the proper process of applying for Deferred Standing or requesting Aegrotat Standing, if such is applicable.

Attendance and 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.

Being late twice equals one absence. Lateness of more than thirty minutes equals one absence. If a student is absent from four classes during the term, a grade of “F” will be given for the course. 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).

Students will be responsible for all academic, financial penalties and consequences resulting from their non-attendance.

Student responsibility

York University is 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 in-class test or examinations pose such a conflict for you, contact the course director within the first three weeks of class. Similarly, should lab, design studio, workshop, etc., assignments scheduled later in the term pose such a conflict, contact the course director immediately.
It is the responsibility of the student to always back-up, save and archive digital work: The hard drives on the computers will be purged of all student files on a regular basis. It is the responsibility of the student to inform the course director, in a timely fashion, of any problems that may interfere with the progress of the student in this course.

As outlined in the 2018–2019 Bachelor of Design handbook, attendance will be taken at the beginning of each class and students are expected to be punctual. Two lates equals one absence. (Students are responsible for letting faculty know if they are going to be late for class.) Lateness of more than 30 minutes is equal to one absence and penalties and consequences attached to the student’s nonattendance will be the responsibility of the student.

Special learning needs/preferences
Students who have special physical and/or mental preferences in learning course content and/or performing course work must self-identify in the first week of class and must work closely with the course director to develop processes to better the course experience.

Academic honesty
YSDN students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty (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 (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://www.yorku.ca/dohs/ergonomics/ergonomics.htm

Access/Disability
Both York and Sheridan provide services for students with disabilities (including physical, medical, learning and psychiatric disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at York University and Sheridan College.

Students in need of these services are asked to register with disability services as early as possible to ensure that appropriate academic accommodation can be provided with advance notice. 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 disabilities 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 through Counselling & Disability Services at www.yorku.ca/cds or from disability service providers:

• Personal Counselling and Learning Skills Services: N110 BCSS, 416-736-5297
• Mental Health Disability Services: N110 BCSS, 416-736-5297
• Learning Disability Services: W128 BCSS, 416-736-5383
• Physical, Sensory and Medical Disability Services: N108 Ross, 416-736-5140, TTY: 416-736-5263

Deaf and Hard of Hearing students can also contact dhh@yorku.ca

At Sheridan College
Accessible Learning Services is located in Room B103, Trafalgar Campus. 905-845-9430 x2530

Ethics Review Process
YSDN students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants. 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 (PDF)

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

Please note that this information is subject to periodic update. For the most current information, please go to the CCAS webpage (see Reports, Initiatives, Documents): http://www.yorku.ca/secretariat/senate_etc_main_pages/ccas.htm

Entering external award shows

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 $30 (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.

Research involving human participants

It is a requirement that in this course you will be soliciting comments and feedback on one of your projects. This feedback will assist you in the objective evaluation and development of your work.


This policy is intended to serve as a joint protection for the researcher, the subject and the university in order to ensure attention to various rights and responsibilities of the respective parties to the research endeavour.

Digital lockers

Each student is allocated 5G of data storage space for the length of their BDes education. Registered non-major students are also allocated 5G of storage space for the period they are registered in YSDN courses. To access your Digital Locker space on a Mac (PC users need a different access protocol. Check with one of the department technicians), via the Finder, go to Go>Connect to Server...> and type in the following: digital-locker.design.yorku.ca Enter your “User name” and “Password.” Your personal space will be located in the folder thread: YSDNSTUD_[last number of your student number]_[your name].

Archiving of student work

At the end of the semester, each student is to submit to the department, for our digital archives, a PDF file of each project (final designs only, no process work required) on CD or to the instructor's Digital Locker Drop Box folder.
Recommended reading and resources

Books
Heller, Steven. *New Ornamental Type, Decorative Lettering in the Digital Age*, Thames & Hudson
Klanton, Robert. *Playful Type 2, Ephemeral Lettering And Illustrative Fonts*, Gestalten
Perry, Michael. *Hand Job, A Catalog Of Type*, Princeton Architectural Press
Heller, Steven. *Al Mano, Handwritten Expressive Lettering In The Digital Age*, Thames & Hudson
Klanton, Robert. *Playful Type, Ephemeral Lettering And Illustrative Fonts*, Gestalten
Poyner, Rick. *Typography Now*, Booth-Clibborn
Poyner, Rick. *Typography Now 2*, Booth-Clibborn
Richardson, Margaret. *Type Graphics, The Power Of Type In Graphic Design*, Rockport
Triggs, Teal. *Type Design, Radical Innovations And Experimentation*, Harper Design International

Websites
www.typographicposters.com
www.ilovetypography.com
www.thegridsystem.org
www.odedezer.com
www.lettermade.com
www.fflag.cc www.playplayplayplay.com
www.typeworkshop.com
www.alextrochut.com
www.alisoncharmichael.com
www.neubauladen.com
www.3st.com
www.staynice.nl
www.lagrafia.blogspot.com
www.perongeluk.com
www.balladora.blogspot.com
www.mikeperrystudio.com
www.boodas.de
www.taubaauerbach.com
www.playwithtype.blogspot.com
www.typography.com
www.chasedesigngroup.com
www.mmparis.com
www.bantjes.com
www.alvinlustig.org
www.researchstudios.com

Typography 3YSDN2007 Winter 2019

Course Brief
Project 1: “Found Type” (duration 2 weeks, weight of mark 15%)
Overview

This first project begins by simply allowing students to investigate various ways of crafting letterforms beyond the rigid rules of typography as we know it. Students will be asked to select a word or phrase of their choice and then create a typographic narrative of this word or phrase from practically anything. This typographic illustration can be crafted using any materials. Playfulness, individuality and creativity are highly encouraged.

The final design can be either scanned, photographed and/or manipulated either Adobe Illustrator or Adobe Photoshop. Final size of completed words must be submitted on 11” X 17” and mounted on cardboard and be accompanied by process work and presented to the class for critique.

Key Dates

Meeting 1 (January 4)
Project 1 briefing. For next class each student to bring in their chosen objects and discuss possible typographic treatments that they will explore.

Meeting 2 (January 11)
In class workshop and review.
Final design due next class (Meeting 3). Project 2 briefing

Meeting 3 (January 18)
Class critique and presentation of Project 1. Project 2 briefing.

Project 2: “Re-mix Type” (duration 3 weeks, weight of mark 15%)
Overview

In Project 2, students will be asked to choose three completely different fonts that have visual characteristics that are unique to each. Each font will be studied, analyzed, critiqued and deconstructed. Completing this, students will be asked to combine these 3 different fonts to create a new hybrid version that combines certain typographic characteristics from each. As in Project 1, students will have to create a phrase (minimum of three words) that best emphasizes the visual characteristics of this new “re-mixed” treatment.

Key Dates

Meeting 4 (January 25)
In class work and individual critiques. Each student will present their chosen fonts and discuss possible typographic hybrid treatments and possible combinations, customizations, etc.

Meeting 5 (February 1)
In class work and individual critiques. Next week Project 2 is due (Meeting 6)

Meeting 6 (February 8)
Class critique and presentation of Project 2. Project 3 briefing.

Project 3: “Poetic Type” (duration 3 weeks, weight of mark 25%)
Overview

This project consists of students first choosing a poem of their choice from any forms such as a traditional ballad, sonnet or new poetry such as slams, spoken word or even a popular music lyric. Completing this, it is asked that students interpret the poem/lyric solely focusing on the creative manipulation and voice of the typography. As in Project 1 and 2 students will explore these words to create a reflective representation of the theme/mood of the poem/lyric by crafting the typography in an exploratory manner.

The poem/lyric itself will be presented and designed as 2 editorial spreads in colour or black and white. It is encouraged that students are not to use common/standard fonts but to use customized forms and hybrids. Final type design must be manipulated as vector art and rendered in Adobe Illustrator. Editorial spreads can be designed in Adobe InDesign and/or Adobe Illustrator. Final size must be submitted as 2 consecutive double page spreads that are 20”w X 12”h. and mounted on card stock. Following this, the editorial spreads will be presented to the class.

Key Dates

Meeting 7 (February 15)
In class work and individual critiques. Next week is reading week, classes cancelled.

Meeting 8 (March 1)
In class work and individual critiques.

Meeting 9 (March 8)
Class critique and presentation of Project 3, Project 4 briefing
Project 4: “Symbolic Type” (duration 3 weeks, weight of mark 35%)
Overview

Project 4 is a design and development of an expressive poster using typography as the sole image maker. Each student will be given a word that requires interpretation, experimentation and intuitiveness. Students will have their own unique/original word. The typography used for this project must be customized from an existing set, altered or purely original. In addition, it is not necessary to use the selected word given as it can be represented by using other phrases or words in order to convey the message/narrative. The typography used in this poster can be manipulated by hand/crafted organically or crafted in Adobe Illustrator as vector art or photographed. New methods of exploration are highly encouraged. Final size of poster is 24” width X 36” height

Key Dates

Week 10 (March 15)
In class workshop and review.

Week 11 (March 22)
In class workshop and review. Next week Project 4 due.

Week 12 (March 29)
Class critique and presentation of Project 4. Class discussion about methodologies, resolutions and conclusions covered in the class and closing remarks.

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

Moodle @ York University