EXPANDED COURSE DESCRIPTION

YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department

FA / YSDN 2007 3.0 SECTION S
TYPOGRAPHY 3
FALL 2018 / WINTER 2019

Last Modified Date: 01/02/2019

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.

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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>
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<tbody>
<tr>
<td>Alleyn, Renee</td>
<td>Sec. S / STDO / W</td>
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SPECIAL FEATURES

ysdn 2007 | Winter 2018 | York / Sheridan Program in Design

Typography 3

Course Director: Renée Alleyn (Sheridan)

Lab 1 Thursday 9am–1pm, Room j219 | Renée Alleyn, renee.alleyn@sheridancollege.ca
Lab 2 Thursday 1:30–5:30pm, Room j219 | Gilbert Li,gilbert.li@sheridancollege.ca
Lab 3 Thursday, 1:30–5:30pm, Room j223 | Kevin King, kevin.kingh@sheridancollege.ca

1. Special Features

prerequisite: fa/ysdn 2003 3.0 or permission of the Department of Design. This is a required practicum course for BDes Majors.

2. Topics and Concepts

This course 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. This course will assist students in the acquisition of essential typographic skills while allowing practice in the use of typography as an expressive tool in solving design problems.

Topics covered include:
Typographic vocabulary
Measuring and classification systems
Form sensitivity and visual shape relationships in typography
Typographic principles and best practices
Type as information, expression and style
Issues of readability, legibility, expression and voice
Typography and image relationships

Suggested Texts:

Additional readings may be assigned or recommended during the course.

3. Learning Outcomes
Upon successful completion of this course, students will have demonstrated their abilities to:
- Use typography as image, expression and style
- Use typography as information
- Work to detailed specifications requiring neatness and accuracy
- Relate typography to content and communication
- Achieve professional standards in the presentation of comps and prototypes

4. Graded Assessment
The proportional weighting of the coursework is as follows:
- 15% Project 1: Expressive Text
- 35% Project 2: Promo Booklet
- 25% Project 3: Promo Website
- 15% Final Test
- 10% Attendance/Progress/Participation

Projects will be graded at each stage of development outlined in the project brief. A grading sheet will be returned with each project.

Proper academic performance depends on students doing their work not only well, but on time. 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.

texts:

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. Supporting documentation (e.g., a doctor’s letter) may be required upon request.

missed deadlines or tests:
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. Supporting documentation (e.g., a doctor’s letter) may be required upon request. Further extensions or accommodation will require students to submit a formal petition to the Faculty.

course drop date:
The last day to drop this course without receiving a grade is March 8th. Financial penalties may be involved and will be assessed depending on the precise date the course is dropped.

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 the York grading system see the York University Undergraduate Calendar:
http://calendars.registrar.yorku.ca/2015-2016/academic/index.htm

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: http://calendars.registrar.yorku.ca/2015-2016/faculty_rules/FA/grading.htm

BDes Program grading system

<table>
<thead>
<tr>
<th>Grade</th>
<th>Grade Percent Range Description</th>
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<tbody>
<tr>
<td>Point</td>
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<tr>
<td>A+</td>
<td>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>
</tr>
<tr>
<td>A</td>
<td>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>
</tr>
<tr>
<td>B+</td>
<td>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>
</tr>
<tr>
<td>B</td>
<td>6 70 – 74% good work Good level of knowledge of concepts and techniques together with considerable skill.</td>
</tr>
<tr>
<td>C+</td>
<td>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>
</tr>
<tr>
<td>C</td>
<td>4 60 – 64% fairly competent work Acceptable level of knowledge of concepts and techniques together with some skill.</td>
</tr>
<tr>
<td>D+</td>
<td>3 55 – 59% passing work Slightly better than minimal knowledge of required concepts and techniques together with limited skill.</td>
</tr>
<tr>
<td>D</td>
<td>2 50 – 54% poor work Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.</td>
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<tr>
<td>E</td>
<td>1 31 – 49% very poor work</td>
</tr>
<tr>
<td>F</td>
<td>0 0 – 30% inadequate work</td>
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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

5. Additional Information

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

• York’s Academic Honesty Policy and Procedures / Academic Integrity Web site
• Access/Disability
• Ethics Review Process for Research Involving Human Participants
• Religious Observance Accommodation • Student Code of Conduct
https://secretariat.info.yorku.ca/files/CourseInformation-ForStudentsAugust2012-.pdf

additional 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.) [http://registrar.yorku.ca/enrol/dates/fw18](http://registrar.yorku.ca/enrol/dates/fw18)
- Manage my Academic record [http://myacademicrecord.students.yorku.ca/](http://myacademicrecord.students.yorku.ca/)
- “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, Room B104, 905-845-9430 x8196
- Counselling Services: Trafalgar Campus, Room B104, 905-845-9430 x2557
- Health Services: Trafalgar Campus, Room B129, 905-845-9430 x2550
  [www.sheridancollege.ca/life-at-sheridan/student-services/health](http://www.sheridancollege.ca/life-at-sheridan/student-services/health)

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

[Moodle @ York University](http://moodle.yorku.ca)