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 3.00 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 3.00 or permission of the Department of Design. 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>
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<tbody>
<tr>
<td>King, Kevin</td>
<td>Sec. S / STDO / W</td>
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</table>

SPECIAL FEATURES

ysdn 3003; winter term 2019; York/Sheridan Program in Design

Typeface Design

Course Instructor Kevin King

Contact Information kevin.king11@gmail.com

Office Meetings by appointment

Time & Location Mondays, 9:00am–1:00pm, Room J219

1. Special Features

prerequisite: Fa/ydsn 2007 3.0 or permission of the Department of Design

2. Topics and Concepts

Typography lies at the very structure of all areas of communication design, from books to websites, to signage and digital interfaces. Typefaces are essential tools for the typographer to implement in the process know as typography. Typeface design is therefore a branch of industrial design. To better understand the tools that a designer must harness to achieve appropriate results, they must better understand the tools that they work with. By investigating the process of typeface design, a type user can understand the underlying structures and factors that make a good typeface work well, and to note the wide spectrum of solutions that typefaces, designed for specific environments, can achieve towards better design. This course 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.

Topics covered include:
G Sensitivity to the details of typographic structures
G History of typefaces and their making
G Calligraphic structures underlying typographic letterforms
G The fitting and kerning of typefaces
G Aspects of multi-script typeface design
G Methodologies for refining and testing typeface designs
G OpenType programming; Variable font preparation; CFF and TTF hinting
G Font licensing and buying fonts legally

Suggested Texts
Gerard Unger, Theory of type design. nai010, 2018
Fred Smeijers, Counterpunch: making type in the sixteenth century, designing typefaces now. Hyphen, 1996
Hermann zapf, About alphabets: some marginal notes on type design. Hyphen, 1960

Course Tools and Materials
Students are required to use the Glyphs font development software for this course, which is used by the majority of font designers working today. Glyphs is installed on the Sheridan lab computers for rooms J219 and J223. For use on students' personal computers, a 30-day trial version of the full app can be downloaded, or, a mini version can be purchased and downloaded from glyphsapp.com.

3. Learning Outcomes
Upon successful completion of this course, students will have:
G Developed a more in-depth knowledge of the creative and technical aspects of typeface design.
G Demonstrated an increased visual sensitivity to letter forms and their inter-relationship.
G Improved hand-rendering and vector drawing abilities.
G Acquired basic to intermediate knowledge of Glyphs.

4. Graded assessment
The proportional weighting of the coursework is as follows:
25% Phase 1 Typeface brief—due January 28th
35% Phase 2 Typeface design
15% Initial upper and lowercase character set—due February 11th
20% Full character set—due March 18th
30% Phase 3 Type specimen—due April 1st
10% Preparedness/Attendance/Progress/Participation/Quizzes

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.

Attendance & Lateness: 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, 2019.*

**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

**Grade Grade Point Percent Range Description**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Grade Point</th>
<th>Percent Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>9</td>
<td>90 – 100%</td>
<td>rare and exceptional work</td>
</tr>
<tr>
<td>A</td>
<td>8</td>
<td>80 – 89%</td>
<td>excellent work</td>
</tr>
<tr>
<td>B+</td>
<td>7</td>
<td>75 – 79%</td>
<td>very good work</td>
</tr>
<tr>
<td>B</td>
<td>6</td>
<td>70 – 74%</td>
<td>good work</td>
</tr>
<tr>
<td>C+</td>
<td>5</td>
<td>65 – 69%</td>
<td>competent work</td>
</tr>
<tr>
<td>C</td>
<td>4</td>
<td>60 – 64%</td>
<td>fairly competent work</td>
</tr>
<tr>
<td>D+</td>
<td>3</td>
<td>55 – 59%</td>
<td>passing work</td>
</tr>
<tr>
<td>D</td>
<td>2</td>
<td>50 – 54%</td>
<td>poor work</td>
</tr>
<tr>
<td>E</td>
<td>1</td>
<td>31 – 49%</td>
<td>very poor work</td>
</tr>
<tr>
<td>F</td>
<td>0</td>
<td>0 – 30%</td>
<td>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/fnearts/sas/gpa.htm

### 5. Additional information

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

- G York’s Academic Honesty Policy and Procedures / Academic Integrity Web site
- G Access/Disability
- G Ethics Review Process for Research Involving Human Participants
- G Religious Observance Accommodation
- G Student Code of Conduct

https://secretariat.info.yorku.ca/fles/CourseInformation-ForStudentsAugust2012-.pdf

Additional Information | York University

- G Academic Accommodation for Students with Disabilities
- G Alternate Exam and Test Scheduling
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/)

The ‘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 x 8196

Counselling Services: Trafalgar Campus, Room B104, 905-845-9430 x 2557

Health Services: Trafalgar Campus, Room B129, 905-845-9430 x 2550
[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)