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 2019 / WINTER 2020

Last Modified Date: 09/13/2019

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>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SPECIAL FEATURES

ysdn 2003 York / Sheridan Program in Design, Fall 2019

Typography 2

Course Calendar 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.

Course Directors:

Renée Alleyn (Sheridan), renee.alleyn@sheridancollege.ca
Gary Leroux (York), gleroux@yorku.ca

Sheridan Sections:

lab 01 Thursday 9:00–1:00, Room j219 | Renee Alleyn
lab 02 Thursday 1:30–5:30, Room j218 | Russell McGorman, russell.mcgorman@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 | Diane Mikhail
lab 02 Thursday 12:30–4:30, Room DB 4034 | Gary Leroux
lab 03 Thursday 12:30–4:30, Room DB 4031 | Darren Wilson

1. Special Features

prerequisite: fa/ysdn 1005 3.0 or permission of the Department of Design. This is a required practicum course for BDes Majors.
2. Topics and Concepts
Topics covered include:
• Typographic vocabulary
• Hierarchy & typographic contrast
• Alignment & grids
• Typographic systems
• Typographic principles and best practices as applied to various mediums
• Type as information, expression and style
• Issues of readability, legibility, expression and voice
• Typography and image relationships
Suggested Texts:
• Dair, Carl. Design with Type. University of Toronto Press, 1967.

3. 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.

4. Graded Assessment
The proportional weighting of the coursework is as follows:
20% Project 1: Text & Image
35% Project 2: Typographic Systems
25% Project 3: Small Screens
10% Exercises
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.

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.

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

**Grade Grade Percent Range Description**

<table>
<thead>
<tr>
<th>Point</th>
<th>Grade Percent Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>90 – 100% rare and exceptional work</td>
</tr>
<tr>
<td>A</td>
<td>80 – 89% excellent work</td>
</tr>
<tr>
<td>B+</td>
<td>75 – 79% very good work</td>
</tr>
<tr>
<td>B</td>
<td>70 – 74% good work</td>
</tr>
<tr>
<td>C+</td>
<td>65 – 69% competent work</td>
</tr>
<tr>
<td>C</td>
<td>60 – 64% fairly competent work</td>
</tr>
<tr>
<td>D+</td>
<td>55 – 59% passing work</td>
</tr>
<tr>
<td>D</td>
<td>50 – 54% poor work</td>
</tr>
<tr>
<td>E</td>
<td>31 – 49% very poor work</td>
</tr>
<tr>
<td>F</td>
<td>0 – 30% inadequate work</td>
</tr>
</tbody>
</table>

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](http://www.yorku.ca/finearts/sas/gpa.htm)

5. Additional Information

Last date to drop a fall term (F) course without receiving a grade: **November 8, 2019**

Last date to drop a winter term (W) course without receiving a grade: **March 13, 2020**

Last date to drop a full year (Y) course without receiving a grade: **February 3, 2020**

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- ForStudentsAugust20121-.pdf

• 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/index.htm

• Manage my Academic record 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.

• Accessible Learning Services: Trafalgar Campus, Room B104, 905-845-9430 x8196
www.sheridancollege.ca/life-at-sheridan/student-services/ accessiblelearning-services

• Counselling Services: Trafalgar Campus, Room B104, 905- 845-9430 x2557
www.sheridancollege.ca/life-at-sheridan/student-services/ counsellingservices

• Health Services: Trafalgar Campus, Room B129, 905-845- 9430 x2550
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