EXPANDED COURSE DESCRIPTION

YORK/SHERIDAN DESIGN

School of the Arts, Media, Performance and Design
Design Department

FA / YSDN 2007 3.0 SECTION M
TYPOGRAPHY 3
FALL 2019 / WINTER 2020

Last Modified Date: 01/08/2020

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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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>Hobart, Elizabeth</td>
<td>Sec. M / STDO / W</td>
<td><a href="mailto:zab@yorku.ca">zab@yorku.ca</a></td>
<td>416 203 0111</td>
</tr>
</tbody>
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SPECIAL FEATURES

1
Section M Thursday
8:30 am–12:30 pm
Course Director: Zab Hobart
Lab 1 | db 4034
thurs 8:30 am–12:30 pm
instructor: Zab Hobart
zab@yorku.ca
Office hours: via Slack
Lab 2 | db 4031
thurs 8:30 am–12:30 pm
instructor: Darren Wilson
darrenw@yorku.ca
Office hours: By appointment
Lab 3 | db 4031
fri 12:30 –4:30 pm
instructor: Diane Mikhael
mikhaeld@yorku.ca
Office hours: By appointment

Typography 3
FA/YSDN 2007 3.0 | Winter 2020

1 Special Features
Typography 2 (ysdn 2003) or permission of the Department of Design. Basic working knowledge of InDesign and Photoshop. Intermediate knowledge of Illustrator. This a required practicum course.

2 Topics and Concepts
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.

- 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

3 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

4 Graded Assessment
The grading for the course breaks down as follows.

- Project 1 Found Type 10%
- Project 2 Remix type 15%
- Project 3 Poetic Type 25%
- Project 4 Symbolic Type 35%
- Preparedness, participation, process work 15%

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Grading Criteria
Projects will be graded using the following criteria:
problem solving The originality of the concepts and ideas and their relevance to the problem; lateral thinking abilities; analysis of project requirements; understanding of the problem and its parameters, goals and objectives.

refinement of the concept The ability to take the original idea(s) and develop/improve and apply them, linear thinking abilities, critical evaluation of ideas and solutions.

skills The skills and technical abilities as demonstrated throughout the problem from early sketches to finished state, translation of ideas to visually and technically refined forms.

presentation The ability to communicate visually, verbally and in written form the direction of your problem solving process. Neatness and organization of submissions.

Critiques and class involvement at the formative stages of the design process are more beneficial than after all has been completed. Peer evaluation, participation in class discussions, critiques form an important part of the course evaluation.

Program Grading System
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.

80 – 89% excellent work
Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality

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

70 – 74% good work
Good level of knowledge of concepts and techniques together with considerable skill

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

60 – 64% fairly competent work
Acceptable level of knowledge of concepts and techniques together with some skill

55 – 59% passing work Slightly better than minimal knowledge of required concepts and techniques together with limited skill

50 – 54% poor work Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises

31 – 49% very poor work
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:
5 Additional Information

Recommended reading and resources

Heller, Steven. New Ornamental Type, Decorative Lettering in the Digital Age, Thames & Hudson
Klanton, Robert. Playful Type 2, Ephemeral Lettering And Illustrative Fonts, Gestalten
Elam, Kimberly. Typographic Systems, Princeton Architectural Press
Perry, Michael. Hand Job, A Catalog Of Type, Princeton Architectural Press
Gerber, Ann. All Messed Up, Unpredictable Graphics, Harper Design International
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
Vartanian, Ivan. Typo Graphics, The Art & Science Of Type Design In Context, Rotovision
Walton, Roger. Typo Graphics, The Art Of Typography From Digital To Dyeline, Nippan Shuppan Hanbai

Websites
www.typographicposters.com
www.ilovetypography.com
www.thegridsystem.org
Dropping the Course

The last date to drop the course without receiving a grade is March 13, 2020.

Academic Policies / Information

The Senate Academic Standards, Curriculum and Pedagogy Committee (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

http://secretariat.info.yorku.ca/files/CourseInformationForStudentsAugust20121.pdf

Academic Information

- 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://www.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.

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

Moodle @ York University