COURSE CALENDAR DESCRIPTION

Explores the development of typographic form, from the origins of alphabet to the present. Discussion includes the study of historical and cultural periods, typographic classifications and exploration of contemporary typography. Prerequisite: FA/YSDN 2102 3.00 or FA/YSDN 2102 6.00 or permission of the Department of Design. Course Credit Exclusion: FA/DESN 2111 3.0. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

This course is directed towards an appreciation of the historic development of communication. It examines how people communicate without iconic signs; where and how our alphabet originated and the significance of the Gutenberg Revolution in Western civilization. This course explores Chinese, Japanese and Korean influences, the incunabula of the 15th century and the tensions between the GermanTextura and the Italian Roman form of type. Typographic classifications are studied including black letter, classic, humanist and modern forms of typography. Practical subjects will include classifications such as Old Style, Transitional, Modern, Egyptian, Script and Sans Serif. Exploration of contemporary typography is an essential part of the course. Skills emphasized in the course will include written, oral and visual communication, Creative thinking will emphasize analysis, decision making, team work, and originality. Professionalism is fostered by focusing on problem solving and ethics. Learning outcomes: Successful students will show an understanding of the complexity of typographic communication with an appreciation for the history of typography and its many and varied expressions through the ages. Knowledge: Students will learn about: - the historic background and development of type - the craftsmanship required to design and produce a typeface - the difference between styles and their meaning and impact Skills Students will develop their ability to: - solve problems - communicate verbally and orally - recognize effective typographic solutions Course credit exclusion: FA/YSDN 3101A 3.0

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

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<th>Name</th>
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<td>King, Kevin</td>
<td>Sec. S / LECT / W</td>
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SPECIAL FEATURES

history and development of typography
1 Special features
Prerequisite: Fa/ysdn 2102 3.0/6.0 or permission of the Dept. of Design
Course credit exclusion: Fa/ysdn 3101A 3.0
2 Topics and concepts
The history of typography is a study of the cause and effect between
technological evolution, and the behaviours of readers who consume
texts within various communities – local or global in reach – throughout
history to the present day. By studying typography’s history, we
become aware of the overall influence technological processes of
production place on the resulting document structures during different
periods, and the appearance of the typefaces used to build these
documents. Furthermore, we also become aware of the impact of geopolitical
and socio-economic factors which motivate the way in which
readership groups consume texts.
This lecture course will present students with a narrative of the
history and development of Latin script typography through critical
analysis of historical concepts, literature, and technologies, and allows
them to develop critical reflection methodologies that are directly applicable
to their overall design practice development.
3 Learning outcomes
Upon successful completion of this course, students will have:
Acquired critical analysis and reflection methodologies for
assessing design concepts and processes both historical and
contemporary.
Acquired academic writing skills to express and support original
arguments and research analysis.
Developed methodologies for critically reflecting and discussing
typographic design literature from a variety of sources.
Cultivated a deeper understanding of typography and typefaces
in contemporary practice as a result of studying historical
models and source materials.
4 Graded assessment
The proportional weighting of the coursework is as follows:
30% literature reflection journal
15% first set of journal entries due 28 January 2020
15% second set of journal entries due 10 March 2020
25% research topic Proposal and annotated bibliography
due 11 February 2020
35% research paper due 31 March 2020
10% Preparedness/attendance/progress/participation
ysdn 2107 winter term 2020
York/Sheridan program in design
Course instructor
Kevin King
Contact information
kevin.king11@gmail.com
Office hours
Meetings by appointment
Class time & location
Tuesdays, 9:00am – 12:00pm, b124

Topics covered include:
The conception and development of Latin typography practices from the beginning of printing in East Asia, it’s adoption in Europe, through to the present day.
The importance of reading behaviours on the development of conventions within readership groups, and how these behaviours dictate the formal structure of typographic documents and the typefaces employed within them.
Methodologies for critically analyzing historical materials and concepts.
The development of Latin typefaces, examining their makers, the influence of socio-economic, geo-political and technological factors on the evolution of their appearance and implementations across various historical periods.
History of writing, printing and various output technologies which demonstrate how the appearance and design of typefaces were and are shaped by the inherent capabilities of a given output medium.
Calligraphic structures of form and movement underlying Latin script typographic letterforms.
The relationship and impact of non-Latin scripts on the development of Latin typefaces.

Course tools and materials
Students will be required to have access to a word processing software for the writing of papers associated with the course, as well as Adobe InDesign for the layout of papers in a professional typographic design manner.

Suggested texts
This course features a variety of key readings that will be critically reflected upon each week by the student throughout the duration of the course. These texts have been chosen to elucidate the significant historical subjects and concepts presented and discussed throughout the course lectures and seminars, and provide a basis for deeper research and critical reflection on the history and evolution of Latin script typography.

A reading list for this course will be provided by the instructor at the beginning of the semester. Readings for each week will be made available via the BDES server during each class.

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

Moodle @ York University