EXPANDED COURSE DESCRIPTION

YORK/SHERIDAN DESIGN

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

FA / YSDN 3003 3.0 SECTION S
TYPEFACE DESIGN
FALL 2019 / WINTER 2020

Last Modified Date: 01/08/2020

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.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

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<td>King, Kevin</td>
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SPECIAL FEATURES

Typeface Design

1 Special features

Prerequisite: Fa/ysdn 2007 3.0 or permission from the Dept. of Design

2 Topics and concepts

Typography lies at the very structure of communication design – from books to websites, to signage and digital interfaces. Typefaces are the tools that form the building blocks of these typographic structures, making the design of typefaces a branch of industrial design. A deeper understanding of typography can be achieved by working through the process of creating the tools that are used in professional typography.

With the release of OpenType Variations at ATypI 2016, a new typeface format became available to the type user that allows for the entire design space of a typeface (i.e. weight, width) to be accessible from one single font file. This particularly enables large benefits to interactive and experiential design in quicker application and website loading times, and subsequently, more access and control over non-static
typography in UI/UX designs and website layouts. However, this new development pushes traditional thinking in both applied typography and typeface design, and how this format should be taught and integrated into practice. In this course, students will develop their own variable font, resulting in a clear vision of their useful applications in UI/UX and website design, while also investigating the broader processes of typeface design.

3 Learning outcomes
Upon successful completion of this course, students will have:
- Acquired an understanding of how to use variable fonts in UI/UX and web design implementations, as well as why variable fonts offer such a large business and design benefit to these mediums and design methodologies.
- Developed a more in-depth knowledge of the creative and technical aspects of typeface design.
- Acquired knowledge of how to use variable fonts in CSS coding practice.
- Demonstrated an increased visual sensitivity to letterforms and their inter-relationship.
- Acquired intermediate knowledge of Glyphs font development software.
- Improved vector drawing abilities.

4 Graded assessment
The proportional weighting of the coursework is as follows:
- 25% Phase 1 Typeface brief due class 4
- 35% Phase 2 Typeface design
- 15% Initial upper and lowercase character set due class 6
- 20% Full character set due class 12
- 30% Phase 3 Type specimen due class 12
- 10% Preparedness/attendance/progress/participation

ysdn 3003 Winter term 2020
York/Sheridan program in design
Course instructor
Kevin King
Contact information
kevin.king11@gmail.com
Office hours
Meetings by appointment
Time & location
Mondays, 9:00am – 1:00pm, Room J219
Fridays, 1:30pm – 5:30pm, Room J219
Topics covered include:
Variable fonts and their applications in experiential, interaction
and web design workflows and methodologies.
Sensitivity to the details of typographic structures and designspaces.
History of typefaces and their making.
Calligraphic structures of form and movement underlying typographic letterforms.
Application of variable fonts to HTML and CSS designs and workflows.
The fitting and kerning of typefaces.
Aspects of multi-script typeface design practices.
Methodologies for refining and testing typeface designs.
OpenType feature development;
CFF and TT F hinting.
Font licensing and buying fonts legally.

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.

Suggested texts
Fred Smeijers, Counterpunch: making type in the sixteenth century, designing typefaces now. Hyphen, 1996
Gerard Unger, While you’re reading. Mark Batty Publisher, 2007
Gerard Unger, Theory of type design. nai010, 2018

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