EXPANDED COURSE DESCRIPTION

YORK/SHERIDAN DESIGN

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

FA / YSDN 3003 3.0 SECTION A
TYPEFACE DESIGN
FALL 2020 / WINTER 2021

Last Modified Date: 08/31/2020

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.

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. A / STDO / F</td>
<td><a href="mailto:zab@yorku.ca">zab@yorku.ca</a></td>
<td>416 203 0111</td>
</tr>
</tbody>
</table>

SPECIAL FEATURES

Students will participate in the course through Zoom video. You will need a stable, higher-speed Internet connection, a computer with webcam and microphone, and/or a smart device with these features. There will also be a Slack group for uploading files, discussion, and receiving course content.

Location: Online delivery. There will be no in-class interactions or activities on campus.

Organization of the course: the course will be held at regular class times, with designated times for each crit group within that scheduled time period. In addition there will be other course materials (video, readings, websites) that you can access online outside of class time.

TOPICS AND CONCEPTS

Typeface Design is a problem, theory and research oriented practicum course. The primary aim of this senior level course the study of the methods of typeface design and creation. In-class exercises, tutorials and presentations will provide students with the necessary technical skills to create an original typeface.

Examples, lectures and critiques will provide the critical framework to self-evaluate and refine the final typeface. Fundamental typographic sensibilities will be covered and include an understanding of the style and shape of letterforms, size, weight and spatial distribution, of information hierarchies and structures, and of readability and legibility concerns.

A secondary project using the finished typeface to create a promotional piece will serve as a vehicle to introduce the new typeface created in the course.

Type design is distinct from lettering in that it necessarily calls for a systematic approach, not just a concern for individual forms. The course focuses on a clear, systematic procedure to building the design of a
typeface, as well as the aesthetic issues presented by single letters. The class gives students a general understanding of letterforms, typeface design and how to draw with bezier technology. Areas covered include the basics of letterform construction, type terminology, kerning and spacing.

LIST OF LEARNING OUTCOMES AND EXAMPLES OF

This course builds on this accumulated knowledge of the typographic system with regard to two-dimensional typographic systems, and introduces additional explorations into the communicative and expressive nature of type, as will the concepts of basic typeface creation. The main areas that will be covered in this course are:

1. Continuation of typographic vocabulary.
2. Further understanding of the anatomy of characters and typeface creation.
3- Attention to detail, rigor, and methodological working habits.
4- Awareness of colour print processes, including colour separations, service bureau sourcing and the requirements of service bureau file preparation.
5. Improved typographic abilities to use type as image.

GRADED ASSESSMENT

The grading for the course breaks down as follows.
10% Research/Presentation
25% Mid-Term progress spec sheet
35% Final Typeface
20% Application of typeface (Spec book or site/Motion/other)
10% Participation, exercises, and development

When grading individual projects and assignments, you will be graded on four distinct aspects of the work.

1. ideas Their originality and thoroughness of rigor in exploring all design options (lateral thinking abilities), analysis of project requirements, understanding of the project and its parameters, goals & objectives
2. refinement of the design The ability to take the original idea(s) and develop/improve and apply them (vertical thinking abilities), critical evaluation of ideas & solutions
3. skills The technical abilities (understanding & execution) as demonstrated throughout the project from early sketches to finished state, translation of ideas to visually & technically refined forms
4. presentation The ability to communicate visually, verbally and in written form the systematic and logical direction your synthesis of the design process has taken and the final visual resolution of the project or exercise Each project will be graded as to originality, creativity, technical execution & presentation. Your final grade will be a reflection of your course project grades, participation – which includes weekly work habits, design development, and presentations.

All work must be complete and ready for presentation/submission at the beginning of the class in which it is due. Work not submitted at the beginning of class will be counted as late. It is imperative that you keep up with the work in this class. Critiques and class involvement at the formative stages of the design process are more beneficial than after all has been completed. Late and for incomplete work will be accepted at the discretion of the instructor. Accepted late work will penalized -10% per day late. Medical and compassionate exemption for lateness must be accompanied with proper written and signed documentation. All course work is to be submitted directly to the course instructor during scheduled course hours. In the rare event that this is impossible, contact your instructor directly to make arrangements.

final course grade

Course grades and continuing in the course will be significantly affected by:
• frequent lateness and absence from Zoom meetings
• coming to class unprepared to participate in studio work, critique and presentation
• absence at appropriate lectures

Program Grading System

A+ 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.
A  80 – 89%    excellent work  Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality
B+  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
B  70 – 74%    good work  Good level of knowledge of concepts and techniques together with considerable skill
B+  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
C+  60 – 64%   fairly competent work  Acceptable level of knowledge of concepts and techniques together with some skill
C  55 – 59%    passing work  Slightly better than minimal knowledge of required concepts and techniques together with limited skill
D+  50 – 54%   poor work  Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises
D  31 – 49%    very poor work
F  0 – 30%      inadequate work

All courses taken at York, including failures are included in the grade point average calculations. To calculate your grade point average please visit: http://www.yorku.ca/finearts/sas/gpa.htm

Key Semester Dates
Oct 10-16  Reading week (no classes)
Nov 13      Last day to drop class without receiving a grade
Dec 8       Fall classes end

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