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)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tbody>
<tr>
<td>Alleyn, Renee</td>
<td>Sec. G / STDO / S1</td>
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SPECIAL FEATURES

ysdn 3003 York / Sheridan Program in Design, Spring 2020

Typeface Design

Course Instructor/Director: Renée Alleyn, renee.alleyn@sheridancollege.ca

Time: Mondays and Thursdays, 11:30am–3:30pm

1. Special Features
   prerequisite: fa/ysdn2007 3.0 or permission of the Department of Design

2. Topics and Concepts
   This course 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.

Topics covered include:

• Why new typefaces get made
• Industry-standard techniques and processes for drawing letters and designing typefaces
• Aesthetic, technical, and human-centred factors influencing letterforms
• Setting letterspacing and kerning tables
• Testing typefaces
• Font production and licensing
• How to look at type specimens (when choosing fonts)

**Suggested Texts:**

*Pertinent readings and resources will be provided and/or recommended during the course.*

### 3. Learning Outcomes

Upon successful completion of this course, students will:

- Perform cross-media research and verify findings.
- Model knowledge of the creative and technical aspects of typeface design.
- Employ professional standards in the presentation of typeface designs.
- Develop intermediate to advanced vector drawing abilities.
- Demonstrate visual sensitivity to letter forms and their spatial inter-relationship.
- Demonstrate basic to intermediate knowledge of font production in *Glyphs*.
- Explain their work process and resolution verbally and in writing.

### 4. Graded Assessment

The proportional weighting of the coursework is as follows:

- **15% Phase 1**: Design proposal
- **50% Phase 2**: Typeface design
- **20% Initial character set**
- **30% Full character set**
- **25% Phase 3**: Type specimen
- **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 assessed based on timely and prepared student participation in scheduled critiques and course activities. Students are responsible for letting faculty know ahead of time if they cannot participate in scheduled class activities and making alternative arrangements to keep up with course progress. 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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Grade Percent Range</th>
<th>Description</th>
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<tbody>
<tr>
<td>A+</td>
<td>90 – 100%</td>
<td>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.</td>
</tr>
<tr>
<td>A</td>
<td>80 – 89%</td>
<td>excellent work Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.</td>
</tr>
<tr>
<td>B+</td>
<td>75 – 79%</td>
<td>very good work Thorough knowledge of concepts and techniques together with a fairly high degree of skill in the use of those concepts/techniques.</td>
</tr>
<tr>
<td>B</td>
<td>70 – 74%</td>
<td>good work Good level of knowledge of concepts and techniques together with considerable skill.</td>
</tr>
<tr>
<td>C+</td>
<td>65 – 69%</td>
<td>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.</td>
</tr>
<tr>
<td>C</td>
<td>60 – 64%</td>
<td>fairly competent work Acceptable level of knowledge of concepts and techniques together with some skill.</td>
</tr>
<tr>
<td>D+</td>
<td>55 – 59%</td>
<td>passing work Slightly better than minimal knowledge of required concepts and techniques together with limited skill.</td>
</tr>
<tr>
<td>D</td>
<td>50 – 54%</td>
<td>poor work Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.</td>
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<tr>
<td>E</td>
<td>31 – 49%</td>
<td>very poor work</td>
</tr>
<tr>
<td>F</td>
<td>0 – 30%</td>
<td>inadequate work</td>
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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

5. Additional Information

Last date to drop a spring term (S) course without receiving a grade: June 8, 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/
• Manage your 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