

# IDES 247

## Survey and Principles of Typography

Fall Term 2014 » 3 credits » Co-requisite: IDES 211 » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

### Required Text

Bringhurst, Robert. *The Elements of Typographic Style*, 2nd Ed. Vancouver: Hartley & Marks, 1996.

Cohen, Sandee. *InDesign CS6: Visual Quickstart Guide*. Berkeley, California: Peachpit Press, 2012.

### Recommended Texts

Lupton, Ellen. *Thinking with Type: A Critical Guide for Designers, Writers, Editors & Students*. New York: Princeton Architectural Press, 2004.

Saltz, Ina. *Typography Essentials: 100 Design Principles for Working With Type*. Beverly, MA: Rockport, 2009.

Seddon, Tony, Sean Adams, John Foster, and Peter Dawson. *Thou Shall Not Use Comic Sans: 365 Graphic Design Sins and Virtues: A Designer's Almanac of Dos and Don'ts*. Berkeley, CA: Peachpit Press 2012.

### COURSE DESCRIPTION

This course provides students with a thorough understanding of typography as a core element of visual communication. The evolution of type from the mid-1400s to the present day is discussed in the context of the technology of the time and its influence on letterforms. Students gain a grounding in the principles of best typographic practice as they apply to print and digital mediums. Instruction in design-related software supports the course.

### COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to:

- use typographic terminology to discuss type;
- describe the anatomy, classification, and historical significance of major typefaces;
- demonstrate a working familiarity with the principles of typographic usage;
- follow best practices in selecting, combining and applying type for visual communication;
- use typographic principles to enhance clarity and meaning;
- understand the differences between type for print and type for screen; and
- use design-related software and its typographic tools to an intermediate level.

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## Survey and Principles of Typography

### Weekly Schedule

#### WEEK 1

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Course introduction and objectives.  
Typographic terminology, anatomy, measurement, and syntax.  
Software instruction: document setup.  
Project 1 assigned, due week 3.  
Project 2 assigned, due week 4.

#### WEEK 2

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Typographic research topics 1–6 (alignment, measure, and leading).  
Classification of type: an overview.  
Blackletter and Oldstyle type.  
Software instruction: tools, palettes, units of measurement, and guides.

#### WEEK 3

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Project 1 due.  
Typographic research topics 7–13 (tracking, kerning, old style vs lining figures, small caps, ens, ems, and hyphens).  
Software instruction: manipulating type, spell check, type styles, and master pages.  
Project 3 assigned, due week 6.

#### WEEK 4

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Project 2 due.  
Typographic research topics 14–20 (vertical type, quotation marks, setting caps, paragraph spacing, indents, ligatures, and mixing typefaces).  
Software instruction: linking text boxes and text wrap.  
Project 4 assigned, due week 7.

#### WEEK 5

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Transitional and Modern type.  
Research topics 21–24 (italic, non-breaking spaces, widows & orphans, and word spaces).  
Information and typographic hierarchy: levels of information, and constructing a visual hierarchy.  
Software instruction: document layout setup, advance colour setup, proper image importing, blending mode, and transparency.

#### WEEK 6

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Project 3 due.  
Typographic rules based on research topics.  
Review of differences between Old Style, Transitional, and Modern.  
Page layout, and setting up a simple grid.  
Software instruction: style sheets, and formatting a 16-page publication.  
Project 5 assigned, due week 10.

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#### WEEK 7

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Project 4 due.  
Sans serif: (Geometric, Humanist, and Grotesk/Neo-Grotesk).  
Software instruction: printing specifications, dieline, colours, and folding dummy.  
Project 6 assigned, due week 11.

#### WEEK 8

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The International Typographic Style.  
Interim critique project 5.  
Software instruction: proofing layouts, mechanical requirements / specifications, and file format compatibility.

#### WEEK 9

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Identifying fonts (visually and via online tools).  
Interim critique project 6.  
Proof correction marks, proofreading, and markup.  
Software instruction: file clean-up, pre-flight, collect for output, and export.

#### WEEK 10

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Project 5 due.  
Typography for the web: differences from print.  
Software instruction: portable document software navigation, setup, features, and presentation.  
Project 7 assigned, due week 14.

#### WEEK 11

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Project 6 due.  
Typography for the web: hierarchy and chunking.  
Software instruction: links and interactive functions for online and screen.

#### WEEK 12

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Recap of typographic rules.  
Interim critique project 7.  
Software instruction: portable document software files for press and e-mail.

#### WEEK 13

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Peer review of project 7.  
Making client presentations: print and online work.  
*Helvetica* movie.

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## Survey and Principles of Typography

*Weekly Schedule continued*

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**WEEK 14**

Project 7 due.  
 Critique of course work.  
 Typography quiz.

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**WEEK 15**

Course review.  
 Software examination.

**EVALUATION PROFILE**

Projects 1-4 (5% each)	20%
Projects 5-7 (15% each)	45%
Typography quiz	10%
Software examination	10%
Participation	15%
Term total	100%

**GRADING PROFILE**

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<i>Excellent</i> A+ 90-100 A 85-89 A- 80-84
<i>Good</i> B+ 77-79 B 73-76 B- 70-72
<i>Satisfactory</i> C+ 67-69 C 63-66 C- 60-62
<i>Minimal Pass</i> D 50-59
<i>Fail</i> F 0-49

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# Learning Outcomes and Operational Details

## Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

## Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.
- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.
- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.
- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.
- Enter the field as visual communication professionals.
- Apply visual communication expertise for societal and environmental benefit.
- Work collaboratively with other disciplines in business, industry, and the broader community.
- Recognize the importance of life-long learning and responsiveness to change.

## ATTENDANCE /PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

## PUNCTUALITY /PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

## PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

## LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

## MISSED EXAMS AND QUIZZES

Misssed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

## CHEATING /PLAGIARISM

Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

## INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

## CONTINUATION IN THE PROGRAM

Students must maintain a 2.67 (B-) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

## ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

## PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

## COMPUTER COURSE REQUIREMENTS /POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

## UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

## EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.