



VISUAL COMMUNICATION Course Outline

Type Design 30s



TITLE:	TDE30S								
PREREQUISITES:	DRA20S or DES20S								
DESCRIPTION:	<p>The student is introduced to the many varieties of type styles, their distinguishing characteristics and appropriate applications. The evolution of type is looked at from its historical origin to the present. This leads to a practical system of classifying type according to historical grouping. Students practice the accurate construction of the major type styles, and learn to appreciate their subtle features. Type personalities are studied and appropriate contexts and applications suggested. Optical effects and illusions are pointed out and the eye trained to perceive sensitive adjustments. Students create custom type designs using traditional and digital methods.</p>								
DURATION:	The course will be one term.								
GENERAL OBJECTIVES:	<p>Upon successful completion of the course the student should be able to:</p> <ol style="list-style-type: none">1.classify type faces according to their historical grouping2. determine a given type sample's proportion system, action and weight3. differentiate between Old Style, Transitional and Modern type faces4. understand and properly use typographic terms5. accurately render samples of the major type styles for reproduction6. perceive letterforms as design elements and select appropriate type faces for a given purpose								
CLASSROOM EXPECTATIONS:	<ol style="list-style-type: none">1. Attend school regularly2. Always bring the required materials to class3. Make a honest effort to learn and work every day								
EVALUATION:	<p>The following factors are taken into account in determining the overall rating:</p> <table><tr><td>Assignments</td><td>70</td></tr><tr><td>Final assignments</td><td>30</td></tr><tr><td>Completion of course (all assignments handed in)</td><td>100</td></tr><tr><td>OVERALL RATING</td><td>200</td></tr></table>	Assignments	70	Final assignments	30	Completion of course (all assignments handed in)	100	OVERALL RATING	200
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