



VISUAL COMMUNICATION Course Outline

Typography 40s



TITLE:	TYP40S								
PREREQUISITES:	All Level Two and Three Courses								
DESCRIPTION:	<p>This course equips the student with the necessary knowledge and skills to produce quality " from the manuscript copy to the printed page. All aspects of typography, aesthetics and mechanics are studied for maximum communication effectiveness. The student first studies the earlier traditional methods of type measurement and copyfitting. This provides a basis for understanding the new technological adaptation of these original terms and systems. Next, type is studied as a design element. Methods of obtaining the most effective communication while maintaining maximum readability are studied. Assignments are geared toward understanding the information and converting the content into a piece of good graphic design.</p>								
DURATION:	The course lasts 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 .demonstrate an understanding of typographic terms2. count characters on manuscript and perform accurate copyfitting calculations3. write clear, accurate and complete type specifications4. read, understand and break information into a hierarchy of importance5. choose a typeface, style and point size that reflects this hierarchy6. create well organized type layouts that are legible and readable7. design creative typographic layouts that employ interesting text devices, text shapes, grids, etc.8. capture and project the essence of the authors message both beautifully and functionally								
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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