

GD154 Typography

Winter 2024
AB1 10700

Faculty

Karin Jager
karin.jager@ufv.ca
Mobile 604 290 6396

Class Meeting Times

Thursdays 1:00 to 4:50 pm
C 1420

Office Hours

Book through Calendly
<https://calendly.com/karin-jager/15min>

Required Tech/Materials

Access to Adobe CC (provided)
Sketchbook
Black Fineliner

Reading List/Resources

Lupton, Ellen. *Thinking with Type: A critical guide for designers, writers, editors, & students*. 2nd Ed. Princeton Architectural Press, 2010.

[Monotype](#)

[AIGA Eye Magazine](#)

[Type Wolf](#)

[Advice for Design Students](#)

(David Airey)

[Letterform Archive](#)

[Butterick's Practical Typography](#)

[Adobe Help Tutorials](#)

LinkedIn Learning *Free access with your Fraser Valley Library card*
> Digital Content > Learning

Graphic Design and Typography
Professional Associations

[DESCAN](#) Design Professionals of
Canada (formerly GDC)

[RGD](#) Registered Graphic Designers
of Ontario

[AIGA](#) Professional Association for
Design

[Typecon](#) Society of Typographic
Aficionados

Course Description

This course explores the history and foundation of typography from the 15th century to the present. Students will gain an understanding of typographic best practices, and an appreciation for the expressive qualities of type through lectures, projects, and presentations.

Learning Outcomes

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

- Describe the historical development of typography
- Use industry standard typographic terminology
- Identify systems for type classification, type families, and letterforms
- Define the anatomy of type
- Demonstrate an understanding of font formats, usage and licensing
- Calculate units of measurement
- Use best practices in the application of typography
- Use grids for page structure in the application of typography
- Create custom typographic solutions using hand lettering and digital tools
- Use type as image
- Evaluate the readability of text in print and digital media
- Assess and articulate the successful application of typography

Expectations

- Course content is cumulative and attendance is essential to success in the course. Attendance is expected even if weekly assignments and/or readings are incomplete.
- **Students who miss more than three classes will not pass the course.** Students more than 15 minutes late, or who leave before the end of class will be marked absent.
- Communication with professors via email is encouraged. Faculty will reply to a student's request within 48 hours, but will not answer email on Sundays and statutory holidays.

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- Students must come to class prepared and equipped with the appropriate materials. Active participation in observations, critiques, discussions and weekly course content is expected.
 - Expect a minimum of four hours of homework each week.

Late Assignment Policy

Students are responsible for keeping up with course content, weekly homework requirements, meeting deadlines and completing missed work. 5% will be deducted from project grades for each day that a project is late up to a maximum of 50% after which the student will receive an F on the project.

Feedback will not be given on late projects and assignments.

Extensions are at the discretion of the professor and must be requested prior to the due date for consideration. It is the student's responsibility to inform professors of extenuating circumstances that may interfere with deadlines as early as possible.

Use of Generative AI *(Draft)*

Students may use generative AI in this course in accordance with the guidelines outlined for each assessment, so long as the use of generative AI is referenced and cited following citation instructions given below. Use of generative AI outside assessment guidelines or without citation will be regarded as academic misconduct in accordance with Student Policy 70. It is the student's responsibility to be clear on the limitations for use for each assessment and to be clear on the expectations for citation and reference and to do so appropriately. It is the student's responsibility to ask the instructor for clarity should the need arise.

[Generative AI tool]. (YYYY/MM/DD of prompt). "Text of prompt". Generated using [Name of Tool.] Website of tool.

e.g. "ChatGPT4. (2023/03/13). "Suggest a recipe for gluten-free lemon pound cake". Generated using OpenAI's ChatGPT. <https://chat.openai.com>.

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Evaluation Profile

Project 1: Type Love	10%
Project 2: 8 x8	25%
Project 3: Zine	25%
Project 4: Type is Form	20%
Project 5: Expression	20%
Note: Labs are included for each project	
Total	100%

CRAP Test for secondary research (web pages, articles, books, etc.)

Currency: Is the article or webpage current or outdated?

Reliability: Is the information (e.g. data) coming from sourced articles? Is there a reference list? Are the references high quality?

Authority: Is the information coming from an expert? Have you heard of them before?

Purpose: What's the purpose of the site? If it's to sell something – then it's not credible for academia or research.

Evaluation

Each project / assignment will be graded using the following criteria as applicable:

Process—Evidence of detailed exploration such as research, sketches, and concept development.

Participation—Sharing and contributing to discussions in-class or online.

Originality—Strength of concept, innovation, and effectiveness.

Inquiry—Concepts are well-researched, and validated with evidence-based documentation in response to a creative brief

Craft—Submissions and presentations are well constructed with a attention to detail and care applying industry standard best practices in meeting project expectations.

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Course Schedule *(subject to change)*

week/date	topics	project # assigned/due
Week 1: Jan 4	Course overview, goals and objectives. Classroom orientation and introductions. The differences between writing, lettering and typography. The evolution of Western typography. Project 1 introduction. Type Love. An autoethnographic survey.	Project 1 Assigned, Due Week 2
Week 2: Jan 11	Typographic terms and best practices. Project 1: Autoethnographic Survey. Present your timeline. Project 2: Assigned 8 x 8 Squares, Due Week 5 Lab: In-class workbook. Alignment, punctuation, paragraph styles.	Project 1 due, present your type love. Project 2 Assigned, Due Week 4 Complete 20 8 x 8 compositions
Week 3: Jan 18	Lab: Continued work on Project 2 8 x 8 project. Assemble final document.	Complete project exercises for 8 x 8 square project
Week 4: Jan 25	Type classifications and anatomy. Project 2 Present final document. Project 3 introduction. Specimen Zine.	Project 2 due. Project 3 Assigned, Zine. Due Week 6. Project 4 Homework, develop content.
Week 5: Feb 1	Composition, readability and accessibility. Lecture: Layout principles: contrast, chunking and white space. Lab: Project 3, Inclass work. Working with content.	Complete first draft of zine.
Week 6: Feb 8	Project 3: Review and refine as needed for final submission. Recap type composition best practices. Project 4: Assigned. Type is form.	Project 2 + 3: Complete projects.

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Week 7: Feb 15	Project 3: Autoethnographic Survey. Present your timeline. Project 4 Assigned. Introduction to type designers and signature typefaces – specimens, context, and inspiration. Ideation and planning: Designing a multi-panel print publication. List 10 adjectives that describe the visual language for the zine. List content sections for typezine.	Project 3 due.
No class	Family Day (19) Reading Week (20, 21 22, 23)	
Week 8: Feb 29	Project 4 Create a folded dummy of the publication and plan your panels. Develop and organize content. Working with content, hierarchy, chunking and grouping. Complete the entire layout.	Project 4 Refine and continue working with type, composition, structure and space.
Week 9: Mar 7	Project 4Assigned. Type as Image. Introduction to typographic fleurons and arabesques, and type as image. .	Project 5 Assigned. Due Week 13. Choose project and begin work. Refine and complete project 3 for critique Week 11.
Week 10: Mar 14	Review WIP and complete project.	Project 4, complete expressive type composition.
Week 11: Mar 21	Project 4, Expressive Type due. Project 5 Introduction. Type as Form. Due Week 13 Lettering Exercises. Roman capitals, calligraphy and cursive writing. Project 4 Presentation	Project 4 Due. Homework: Complete lettering exercises. Using graph paper and a black fineliner, design a minimum of three different style options. using the letters “HAMBURGER”
Week 12: Mar 28 Online via Zoom or in-person	Complete three options and have them ready to review in class. Identify patterns, characteristics and proportion. Show WIP.	Project 5, complete expressive type composition.
Week 13: April 13	Final Presentations	Project 5 due

UFV Policies 2023/24

Welcome to the 2023-2024 academic year. Students registered in UFV courses should be aware of the following institutional procedures & policies that may directly relate to their success.

Grading: All undergraduate students at UFV are evaluated using the same grade scale:

A+ 90-100	B+ 77-79	C+ 67-69	D 50-59
A 85-89	B 73-76	C 63-66	F <50
A- 80-84	B- 70-72	C- 60-62	

All students who are admitted to, or declare, a program or program option require a [minimum program grade point average \(PGPA\) of 2.00](#) (3.00 for graduate level) on all courses taken at UFV that are used to meet program requirements. To declare a major/minor or enquire about program requirements, please schedule an appointment with an Academic Advisor; www.ufv.ca/advising

Academic Misconduct: [UFV Policy 70](#) includes, but is not limited to, plagiarism, cheating (including unauthorized use of artificial intelligence), impersonation, improper access to examination materials, falsification or unauthorized modification of an academic document/record, resubmission of work, improper research practices, obstruction of the academic activities of another, and aiding and abetting.

Attendance Policy: [UFV Policy 62](#) states that instructors may withdraw students who do not attend the first class and penalize lack of regular attendance. Instructors are expected to advise students of penalties at the start of term.

Audit Policy: [UFV Policy 108](#) explains that a student intending to audit a course must do so before 30% of the course is complete. Please refer to [Important Dates](#).

Final Exams are scheduled during the pre-determined final exam period. Students must be available for the entire exam period and should not make travel or other plans which conflict with this schedule. Instructors are

entitled to require that students take all examinations at the times scheduled.

Final Grade Appeals: [UFV Policy 217](#) outlines the appeal process for final grades. All appeals must be made within 14 days of the final grade becoming available.

Pre-requisites: [UFV Policy 84](#) states that the minimum grade required for a prerequisite course is C– unless another grade is stated.

Safe Student Learning Community: [UFV Policy 204](#) states “Students are required to conduct themselves in a mature and responsible manner, consistent with the university mission, policies, and regulations, and in compliance with federal, provincial, and municipal laws. Students will be held accountable for their actions whether acting alone or in a group.” For more information, please visit the Safe Student Community website.

Withdrawal: [UFV Policy 81](#) states students may choose to withdraw from a course without penalty before completing 60% of the course. Students withdrawing before they have completed 30% of the course will not receive a “W” on their transcript; students withdrawing after completing 31% to 60% of the course will receive a “W” on their transcript. A “W” has no academic penalty and is not counted in the student’s GPA. After 60% of the course has been completed, students must apply for [Late Withdrawal](#). Please be aware of [semester withdrawal deadlines](#).

For a full list of UFV policies please refer to the [University Secretariat website](#).

Referral to the [Student Support Centre \(formerly PASS\)](#): UFV faculty and staff may submit a referral to the Student Support Centre to connect you to the supports and resources that may help your academic persistence and resilience. Such assistance may include finding the right UFV resource for you and working with you one-on-one to help problem solve and create individualized plans for your specific situation. The referral is treated confidentially and is sent because your instructor cares about your

progress, wellbeing, and success. Your response to a Student Support Referral is entirely voluntary. Instructors will let you know they are making a referral. Visit <https://www.ufv.ca/student-services/student-support-centre/> for more information. If you would like to refer yourself, you can find the referral link on our website.

[UFV Communicable Disease Prevention](#): Please adhere to the guidelines from UFV Environmental Health and Safety, with regards to ongoing practices for monitoring and managing the potential for infectious disease to spread illness on campus. [Safety guidelines specific to COVID-19](#) are also posted online: <https://ufv.ca/covid-19-safety/>

If you are sick, please do the following:

- Do not come to campus
- Contact your instructor to explain your situation
- Submit a [student declaration of absence form](#) to your instructor and work together on a plan for you to make up any missed learning activities or assignments. This applies to both online classes or scheduled face-to-face classes
- Communicate with your instructor if you are unable to complete the course due to illness and/or request an [Incomplete Grade Contract*](#)

* “An Incomplete (I) grade is a temporary grade or notation that may be assigned at the instructor’s discretion, when a student is unable, due to extenuating circumstances, to complete all the requirements of a course by the end of the semester and has made sufficient progress and achievement to warrant additional time for completion...”

[UFV Safety and Security](#) has a new online tool for [reporting incidents as well as ‘near-miss’ incidents.](#) Security also offers security escort and maintains an active [safewalk program](#), available to all members of the UFV community.