School of Humanities Creative Industries SocialSci

DESN1101: Typography
Newcastle City Precinct
Semester 2 - 2023

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education

OVERVIEW

Course Description

This course introduces students to the fundamentals of typography and takes a playful approach to exploring the relationships between typographic form, language, images, and graphic elements. Through a series of experimental projects students will develop an understanding of type in relation to scale, colour, form, juxtaposition and context of usage.

Requisites

This course replaces DESN2100. If you have successfully completed DESN2100 you cannot enrol in this course.

Contact Hours

Newcastle City Precinct
Lecture
Face to Face On Campus
1 hour(s) per Week for 4 Weeks starting Week 1
Weeks 1, 2, 7 and 8
Tutorial
Face to Face On Campus
2 hour(s) per Week for 10 Weeks starting Week 2
Weeks 2-6 and 8-12

Unit Weighting
Workload

10
Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

CONTACTS

Course Coordinator	**Newcastle City Precinct** Mr Wayne Thompson Wayne.Thompson@newcastle.edu.au Consultation: Mondays - Wednesdays, by appointment
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	**School of Humanities Creative Industries and Social Sciences** NU Space, Level 4 409 Hunter Street Newcastle HCISS@newcastle.edu.au +61 4985 4500

SYLLABUS

Course Content

Topics will include:
- The relationship between language and typeform;
- Typographic hierarchies and page grids;
- Typographic anatomy, legibility and readability;
- Typography in branding and publication contexts;
- Typeface choice and use in relationship to scale, colour, image, graphic elements and contexts of usage.

Course Learning Outcomes

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

1. Identify and manipulate key structural features in the design of a typeface;

2. Present typographic design visually and verbally;

3. Design effective typographic layouts for various forms of publication;

4. Understand the role typeface design plays in establishing a tone of voice in visual communication.

Course Materials

Other Resources:
- See Canvas for details

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	17 Jul	Introduction + Type history 1	Typographic history 300BC-1450AD	
2	24 Jul	Type history 2	Typographic history 1450AD-Present + Course Overview	
3	31 Jul	What is typography?	Type awareness exercise	
4	7 Aug	Type anatomy	Type awareness exercise	
5	14 Aug	Type Anatomy	Type anatomy exercise	
6	21 Aug	Typographic Voice	Type anatomy exercise	
7	28 Aug	Typeface Design	Pin-Up presentation	Assessment 1
8	4 Sep	Type in publications	Letterpress demonstration	
9	11 Sep	Micro typography	Legibility, Hierarchy & Grids exercise	
10	18 Sep	Using InDesign	Micro-Typography	
		Mid Term Break		
		Mid Term Break		
11	9 Oct	Micro Typography	Alignments exercise	
12	16 Oct	Consultation & feedback	Open Studio for students to seek feedback and assessment guidance	Assessment 2
13	23 Oct		No classes	
		Examination Period		
		Examination Period		

ASSESSMENTS

This course has 2 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Multi-part design project: Design a Typeface - 50%	Pin-Up: Friday of Week 7, 11.59pm Canvas: Friday of Week 7 , 11.59pm Class presentation: Week 7 scheduled tutorial	Individual	50%	1, 2, 3
2	Multi-part design project: Design a Typographic Publication - 50%	Pin-Up: Friday of Week 12, 11.59pm Canvas: Friday of Week 12 , 11.59pm Class presentation: Week 12 scheduled tutorial	Individual	50%	1, 2, 3, 4

Late Submissions   The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Multi-part design project: Design a Typeface - 50%

Assessment Type   Project

Purpose   Multi-part design project with two methods of submission: Physical submission (pin-up), and digital submission (via Canvas). A Canvas weekly journal will be used to upload tutorial exercises and process work as part of this assessment.

Description   Students are required to design a typeface incorporating a minimum character set which addresses a visual communication problem or need. Students are required to sketch all characters on paper, scan and digitise them, and use software to make their typeface keyboard-functional. Students are required to record their process and lead-up work and present it as part of assessment. Online submissions must be in PDF file format. Both

	methods of submission (Pin-up and Canvas) are compulsory.
Weighting	50%
Length	Alphabet upper & lowercase, numbers and '&'
Due Date	Pin-Up: Friday of Week 7, 11.59pm
	Canvas: Friday of Week 7 , 11.59pm
	Class presentation: Week 7 scheduled tutorial
Submission Method	In Class
	Online
	Specific Location
	ON: Online – Submission via Canvas as a PDF file
	IC: In-Class – Present your lead-up work and outcome to class
	SL: Specific Location – Pin-up in UNHG01
Assessment Criteria	Completion of all components of task
	Applied Understanding, Originality & Creativity
	Process & Development
	Technical Execution & Visual Presentation
Return Method	Not Returned
Feedback Provided	In Class - . Verbal, during class time prior to submission. Students should not expect to receive written feedback AFTER grading.

Assessment 2 - Multi-part design project: Design a Typographic Publication - 50%

Assessment Type	Project
Purpose	Multi-part design project with two methods of submission: Physical submission (pin-up), and digital submission (via Canvas). A weekly Canvas journal will be used to upload tutorial exercises and process work as part of this assessment.
Description	Students are required to design a publication which showcases the use of typography and page layout as core design techniques. The topic of the publication is letterpress, and students must use UoN's letterpress equipment as part of their document. The publication should show evidence of understanding of grid systems, typographic hierarchy and creative typeface choices. Students are required to record their process and lead-up work and present it as part of assessment. Online submissions must be in PDF file format. All three methods of submission are compulsory.
Weighting	50%
Length	12 pages
Due Date	Pin-Up: Friday of Week 12, 11.59pm
	Canvas: Friday of Week 12 , 11.59pm
	Class presentation: Week 12 scheduled tutorial
Submission Method	In Class
	Online
	Specific Location
	ON: Online – Submission via Canvas as a PDF file
	IC: In-Class – Present your lead-up work and outcome to class
	SL: Specific Location – Pin-up in UNHG01
Assessment Criteria	Completion of all components of task
	Applied Understanding, Originality & Creativity
	Process & Development
	Technical Execution & Visual Presentation
Return Method	Not Returned
Feedback Provided	In Class - . Verbal, during class time prior to submission. Students should not expect to receive written feedback AFTER grading.

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of

	(HD)	an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Attendance

Attendance/participation will be recorded in the following components:
- Tutorial (Method of recording: Students must record their own attendance via the MyUoN app. Tutors will not be manually recording student attendance. Minimum attendance requirement of 70% applies.)

WH&S Requirements

Due to COVID-19 safety restrictions, it is the student's responsibility to sanitise their work/computer space prior to any face to face lessons in this course. They must be mindful of current social distancing rules during their face to face lessons.

Communication Methods

Communication methods used in this course include:
- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Students should plan to ask questions during tutorials. Students should only email tutor if unable to have their queries answered during tutorials. Course Coordinator's availability is limited to Tuesdays and Wednesdays, and enquiries outside of these days may not receive a response for several days.

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

As part of the evaluation process of any assessment item in this course an oral examination may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination Guidelines. In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule.

Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure. In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule.

Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to

https://policies.newcastle.edu.au/document/view-current.php?id=35.

Adverse Circumstances

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:
1.   the assessment item is a major assessment item; or
2.   the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3.   you are requesting a change of placement; or
4.   the course has a compulsory attendance requirement.
Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:
https://policies.newcastle.edu.au/document/view-current.php?id=236

Important Policy Information

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.
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