

# GDES 1015

# Typography 1

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Thursdays, 8:30am–11:30am  
Room 656

January 10–April 4, 2019

Nano

Micro

Macro

Feeling

Communication

Information

Expressive Type

Instrumental Type

Digital Type

# Projects

Project 1 → Expressive Type      25%

Project 2 → Instrumental Type      25%

Project 3 → Digital Type      25%

Mutli-week assignments with weekly reviews and a culminating critique to present our outcomes and learnings.

# Exercises

## 1–8 In-class Assignments

25%

Often relating to major projects

Short in-class assignments to get familiar with tools, terms, and content. This includes assigned learning modules.

# Projects/Exercises

Project 1 → Expressive Type 25%

Project 2 → Instrumental Type 25%

Project 3 → Digital Type 25%

1–8 In-class Assignments 25%

→ 100%

# Semester Timeline

	1	2	3	4	5	6	SB	7	8	9	10	11	12
Project 1	Start	●	●	●									
Project 2				Start	●	●		●	●				
Project 3									Start	●	●	●	●
Exercises		●	●		●	●		●		●	●	●	



# Learning Outcomes

- Identify and describe typographic form, proportion, measure and anatomy.
- Analyze and explain the contributing factors of readability, legibility and hierarchy as the fundamentals of effective typographic communication.
- Employ typographic classification to make informed decisions when selecting and combining typefaces.

# Learning Outcomes

- Identify and describe typographic form, proportion, measure and anatomy. Language
- Analyze and explain the contributing factors of readability, legibility and hierarchy as the fundamentals of effective typographic communication. Knowledge
- Employ typographic classification to make informed decisions when selecting and combining typefaces. Judgement

# Learning Outcomes

- Manipulate basic typographic/spatial structures at the level of word and sentence.
- Integrate systematic processes and decision-making into both design activity and its documentation.

# Learning Outcomes

- Manipulate basic typographic/spatial structures at the level of word and sentence. Design
- Integrate systematic processes and decision-making into both design activity and its documentation. Process

# Materials & Equipment

## Software

Adobe Illustrator CC  
Adobe InDesign CC  
Adobe Photoshop CC  
Adobe XD CC  
Adobe Font Folio

Sublime Text  
or Atom

## Hardware

Laptop  
Mouse  
Camera  
Mobile Phone/Tablet  
Headphones

Printing Account Credits  
Pencils & Erasers  
Bond Paper, Tracing Paper  
Rulers

# Studio Class Format

- In-class work most weeks
- Desk critiques most weeks
- Short lectures
- Class critiques on project due dates

3 hours in class every week

# Outside of Studio

- Project work
- Online learning modules

4–6 hours of work at home per week

# Office Hours

- Thursdays after class
- Room 620, 100 McCaul St.
- Additional Office Hours can be arrange by appointment
- Available for online meetings