

DEPARTMENT OF FINE ARTS

COURSE OUTLINE – Fall 2026

DD1102: Typography I - 3 (3-0-0) 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Mohsen Ahi Andy
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OFFICE HOURS: Please contact me
to make an appointment

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CALENDAR DESCRIPTION: An introduction to the principles, practices and history of Typography. Students will gain an understanding of typographic terminology, typeface classifications and the importance of type in visual communication. Projects in this course emphasize an analogue approach to 2D organization, design, and creation.

PREREQUISITE(S): N/A

COREQUISITE(S): N/A

REQUIRED MATERIALS:

To fully participate in the course and meet the learning objectives, students will need to have the following supplies and equipment:

- Type ruler (Westcott C-Thru Typesetter's Ruler)
- Pencils, ink pens, Sharpies, plus other desired sketching tools
- Sketchbook, tracing paper, #11 X-acto knife and blades, metal ruler
- Presentation materials (paper, black mat board, adhesive, etc.) as needed



Texts:

- Carter, R., Maxa, S., Sanders, M., Meggs, P. B., & Day, B. (2017). *Typographic design: Form and communication* (7th ed.). John Wiley & Sons.
- Ambrose, G., Harris, P., & Theodosiou, S. (2020). *The fundamentals of typography* (3rd ed.). Bloomsbury Visual Arts.
- Saltz, Ina. (2009). *Typography Essentials: 100 Design Principles for Working with Type*. Rockport Publishers.
- Cullen, Kristine. *Design Elements: Typography Fundamentals*. Rockport Publishers, 2012.

Textbooks are available electronically through the Northwestern Polytechnic Library and can be accessed using your NWP credentials. Click the link for access and search the textbook:

<https://libguides.nwpolytech.ca/research1/searchresources>

DELIVERY MODE(S): Lectures, Readings, Demonstrations, and Assignments

LEARNING OUTCOMES:

By the end of this course students will be able to:

- Demonstrate the ability to distinguish between typeface classifications and apply them to appropriate contexts.
- Develop an introductory understanding of the vocabulary and principles relevant to typography.
- Apply the principles of design to typographical projects to create projects that demonstrate effective visual communication.
- Interpret and identify historical typographical design influences in contemporary examples.
- Demonstrate safe studio practices in type creation.

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check the transferability of this course at the Alberta Transfer Guide main page

<http://www.transferalberta.alberta.ca>.

**** For courses with alpha (letter) grading, a grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

EVALUATIONS:

Assignment	Value
Assignment 1- Typography Journal	10%
Assignment 2- Typeface Classification Poster	15%
Assignment 3- Sequential Type	15%
Assignment 4- Typographical logo	15%
Assignment 5- Wearable type	15%
Final Exam	20%
Class Participation	10%

Evaluation Criteria

Students are expected to:

- Attend and actively participate in critiques and discussions.
- Complete all required research, sketches, and process work.
- Submit projects on time and in the required format.
- Demonstrate progressive improvement throughout the semester.
- Use typography intentionally to communicate ideas effectively.
- Apply feedback received during critiques to refine their work.
- Active participation in class and meaningful contribution to a dynamic learning environment.

Late Assignments

Deadlines must be met to avoid late penalties. Please allow sufficient time to complete, export, and submit your projects. Late submissions will be penalized as follows:

- 5% deduction within the first 24 hours after the deadline.
- 20% deduction for up to one week after the deadline (including weekends).
- 30% deduction for projects submitted more than one week late, up to two weeks past the deadline.
- Up to 50% deduction for projects submitted more than two weeks late, if received on or before the last day of class.

Please note that most institutions will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100	C+	2.3	67-69
A	4.0	85-94	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

This schedule is used as a guideline and subject to change with fair notice.

	Week	Topic	Readings
Module 1: Introduction to Typography	W Sep 02	Course Introduction Why good typography matters?	
	F Sep 04	Type history, Course references Project 1: Type Journal	The Fundamentals of Typography, Ambrose, G., & Harris, P. pp. 9–36.
	W Sep 09	Typographic Differentiation, Display vs text type Project 2: Typeface Classification Poster	Design Elements: Typography Fundamentals, Kullen, Kristine. pp. 16–30. Access book here.
	F Sep 11	Work on Project 2	
Module 2: Type Anatomy	W Sep 16	Anatomy of type and type families Work on Project 2	Typographic Design: Form and Communication (Carter et al.), pp. 31–42.
	F Sep 18	Type design, Kerning, Tracking and Leading	The Fundamentals of Typography,

		Work on Project 2	Ambrose, G., & Harris, P. pp. 101–125.
	W Sep 23	Work on Project 2	
	F Sep 25	Project 2 due end of the class	
Module 3: Fundamentals of typography	W Sep 30	Hierarchy and functionality, legibility and readability Project 3: Sequential Type	
	F Oct 02	Project 2 critique session Typographic Composition, Contrast and scale	Typography, Referenced, Haley, Allan et al. pp. 206–233.
	W Oct 07	Work on Project 3	Typography Essentials: 100 Design Principles for Working with Type, Saltz, Ina. pp. 62-85.
	F Oct 09	Work on Project 3	
	W Oct 14	Project 3 due end of the class	
	F Oct 16	Project 3 critique session Project 4: Typographical logo	
	W Oct 21	Create Type Identity	Interaction Design Foundation. (2026). The Gestalt principles. Access article here.
	F Oct 23	Work on Project 4	
	W Oct 28	Work on Project 4	
	F Oct 30	Project 4 due end of the class	
Module 4: Expressive typography and print	W Nov 04	Project 4 critique session Typographic expressiveness, Gestalt rules	
	F Nov 06	Documentary screening	
	W Nov 11	Fall Break- No class	
	F Nov 13	Fall Break- No class	
	W Nov 18	Developing your typographic eye, Type designers	Typography, Referenced, Haley, Allan et al. pp. 68–121.

	F Nov 20	Project 5: Wearable type	
	W Nov 25	Work on Project 5	
	F Nov 27	Work on Project 5	
	W Dec 02	Project 5 due end of the class	
	F Dec 04	Project 5 critique session Project 1 due end of the class	
	W Dec 09	Final exam (Last day of class)	

STUDENT RESPONSIBILITIES:

Students are expected to dedicate a minimum of 2 hours outside of class each week to complete assignments and prepare for exams.

Regular attendance is required, as this course includes ongoing in-class activities, lectures, and tutorials. Information covered in class will not be repeated except under special circumstances.

Absences of up to two classes may be excused in cases such as illness or emergencies; students must notify the instructor as soon as possible in these situations. For each additional absence beyond this limit, a 3% deduction from the final grade may be applied. Consistent attendance is essential to support your learning, participation, and overall success in the course. Students who miss six or more classes may not be able to meet the course requirements and risk receiving a failing grade.

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available <https://www.nwpolytech.ca/about/polytechnic-leadership/policies-directory>.

****Note:** all Academic and Administrative policies are available on the same page.

USE OF AI TOOLS IN THE LEARNING PROCESS:

AI is becoming an increasingly important part of the design industry, and we encourage you to approach it thoughtfully and responsibly throughout your studies. In this class we treat AI as a practical tool that can support your work, rather than a separate subject to study, with your own ideas and judgement always at the centre. You're welcome to use AI in your project work, for example to help with idea development, research, or production, as long as you're open about where and how you've used it. We place a



strong emphasis on originality, critical thinking, and transparent use, so that AI supports your creativity rather than replacing it.

Note: Specific expectations, guidelines, and permitted uses of AI may vary between projects. The instructor will communicate the appropriate use of AI, including any project-specific requirements or limitations, as part of each assignment.