



Department of Advertising Design & Graphic Arts
New York City College of Technology
The City University of New York

COMD 2327 Typography2

Thursday: 2:30pm-5pm - N1120

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Course Description

This course explores creative solutions to typographical problems. Principles of typeface selection and how type communicates are emphasized. Using typographical grids, and achieving maximum results through the use of type are the focus of this class. We will use InDesign, and some of the features of InDesign to help us execute our work. 3 cl hrs, 3 cr

Prerequisites

COMD 1167

Course Objectives

- Review of the five main families of type and their visual characteristics (Old Style, Transitional, Modern, Egyptian (also know as Slab Serif) and San Serif)
- Review the anatomy of type: baseline, meanline, capline, serifs, etc
- Review and understand leading, tracking, kerning, alignment and best typographic practice
- Identify and resolve typographical problems such as orphans, widows, type color, and rivers
- Understand how to make good typographical choices including typeface, variations of type, size, alignment, and column width, among others
- Create a variety of projects with an emphasis on type
- Use InDesign to create our designs
- Use Adobe DPS (InDesign) to publish to the ipad
- Work with grids and understand visual organization
- Understand the principles of visual hierarchy
- Use type effectively!

Teaching/Learning Method

- Lectures and readings
- Demonstration
- Research assignments
- Class blog
- Quizzes

Recommended Text

Typographic Design: Form and Communication

Rob Carter, Ben Day, Philip Meggs
 4th edition, 2006
 Wiley

InDesign
Visual QuickStart Guide, (latest edition)
 Sandee Cohen

Required Text
 None

Attendance (College) and Lateness (Department) Policies:

A class roster roll will be taken at the beginning of each class. Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).

Academic Integrity Standards

You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

Grading Course Projects/Assignments

Homework (this includes preparation and development of ideas	50%
Final Project and Assignments	30%
Quizzes	10%
Class preparation/participation	10%

Methods of Assessment				
	Concept/Design (Process & Sketches)	Technical Skill (Proficiency)	Commitment to Refine Product (Timeliness, Craft & Presentation)	Punctuality
A =	Outstanding	Outstanding	Outstanding	Assignments lose one full grade point for each day late.
B =	Good	Good	Good	
C =	Adequate	Adequate	Adequate	
D =	Poor	Poor	Poor	

Class Policy

- If you miss a class, or know you will be missing a class, you must send me an email.
- **You must be here every week and on time to receive full credit.**
- Keep and backup all the exercises and projects that you have created throughout the semester. I will ask to turn in all work throughout the semester via Dropbox and submit to me for your final grade.
- Homework is due within the first 15 min of class. Late assignments *will be penalized*.
- All projects, quizzes, and examinations must be completed within project deadlines. You will be evaluated on aesthetic and conceptual excellence, strong process development, dynamic verbal participation, timeliness, attendance and adherence to a professional level of communication and responsibility.

Class Supplies

- **Flash Drive:** You must have a flash drive with you every class and you must save all your work during the semester
- **Sketchbook:** you will use a few pages here and there for notes and brainstorming. You can share your sketchbook with another class, and the size is up to you.
- **Color Printing:** During the semester you will be required to print some projects in color. Please allow extra money for color printing either at home, or at a printer. Be aware there is **free color printing in the Photolab in Vorhees** on Fridays, you must bring your own paper (confirm time with the CLTs).

Topics

WEEK	Lecture Topic	Homework
1 Thursday 8.27	<ul style="list-style-type: none"> • Introduction to course • Course Objectives • Blog and Openlab • Project 1 Overview: Typographic Booklet (series of 18 exercises) 	<ul style="list-style-type: none"> • Urban Legend Essay • Typographic exercise #0: type family review
2 Thursday 9.3	<ul style="list-style-type: none"> • Project 1 Typographic Booklet 	<ul style="list-style-type: none"> • Typographic exercise #1-5
3 Thursday 9.17*	<ul style="list-style-type: none"> • Project 1 Typographic Booklet 	<ul style="list-style-type: none"> • Typographic exercise #6-10
4 Thursday 9.24	<ul style="list-style-type: none"> • Project 1 Typographic Booklet 	<ul style="list-style-type: none"> • Typographic exercise #11-15
5 Thursday 10.1	<ul style="list-style-type: none"> • Project 1 Typographic Booklet • QUIZ 1 	<ul style="list-style-type: none"> • Typographic exercise #16-18
6 Thursday 10.8	<ul style="list-style-type: none"> • Project 1 Typographic Booklet 	<ul style="list-style-type: none"> • Typographic exercise wrap-up (binding and printing)
7 Thursday 10.15	<ul style="list-style-type: none"> • Project 1 – DUE (Mid-Term) • Project 2 Overview ipad project (please note the school provides ipads for use) 	<ul style="list-style-type: none"> • Research and brainstorm • Examples/ inspiration
8 Thursday 10.22	<ul style="list-style-type: none"> • Project 2 iPad Project 	<ul style="list-style-type: none"> • Project sketches
9 Thursday 10.29	<ul style="list-style-type: none"> • Project 2 iPad Project 	<ul style="list-style-type: none"> • Project development
10 Thursday 11.5	<ul style="list-style-type: none"> • Project 2 iPad Project 	<ul style="list-style-type: none"> • Finalize project content
11 Thursday 11.12	<ul style="list-style-type: none"> • Project 2 – DUE • QUIZ 2 • Project 3 Overview Final Project 	<ul style="list-style-type: none"> • Research and brainstorm

12 Thursday 11.19	<ul style="list-style-type: none"> • Project 3 Final Project • In-class Critique • Revisions to iPad Project 	<ul style="list-style-type: none"> • Refine comps • Collect all needed content: text, photos, illustrations
13 Thursday 12.3*	<ul style="list-style-type: none"> • Project 3 Final Project 	<ul style="list-style-type: none"> • Final project development and production
14 Thursday 12.10	<ul style="list-style-type: none"> • Project 3 Final Project • In-class Critique 	<ul style="list-style-type: none"> • Final project development and production
15 Thursday 12.17	<ul style="list-style-type: none"> • Final Project Due • All files must be in dropbox folder 	