



**Department of Communication Design**  
New York City College of Technology  
The City University of New York

### **COMD 2327 Typography II**

Thursday: 2:30pm-5pm - N1120

Instructor: M. Genevieve Hitchings  
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Office Hours: Weds 1:00-3:00  
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#### **Course Description**

Introduces a variety of basic layouts and formats, building technical and practical fluency in setting and working with type for both print and screen. This course further explores topics learned in COMD 1167 Type and Media, such as typeface selection and the use of the typographical grids. Problem-solving for most common typographical problems is discussed. Prerequisite: COMD 1167 Equivalent to old course ADV 12173  
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**

*Type on Screen* by Ellen Lupton  
*Typographic Design: Form and Communication* Meggs, Day, Carter  
*A Type Primer* by John Kane  
*Designing With Type* by James Craig  
*Type Sense* by Wheeler and Wheeler  
*InDesign* book  
 Design Magazines / *Communication Arts/ Print*, etc  
 Newspaper /Web for current events

**Required Text**

None

**Attendance (College) and Lateness (Department) Policies:**

Attendance is taken and is important to success in this class. Students arriving 15 minutes after the class start time will be marked "late." Two "lates" equals one absence. If a student's class absences or equivalent are excessive, the instructor will alert the student that he or she may be in danger of not meeting the course objectives and earning a grade of "F".

**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%
Main Projects and Presentations	30%
Quizzes	10%
Class preparation/participation	10%
<ul style="list-style-type: none"> <li>• lateness (2pts each )</li> <li>• no entry to journal (4pts each)</li> <li>• wrong or incomplete entry to journal (2pts)</li> <li>• non-contribution to discussions (1pt each)</li> <li>• not respecting "common sense" rules (3pts)</li> </ul>	

Methods of Assessment				
	Concept/Design	Technical Skill	Commitment to Refine Product	Punctuality
	(Process & Sketches)	(Proficiency)	(Timeliness, Craft & Presentation)	Assignments lose one full grade point for each day late.
A =	Outstanding	Outstanding	Outstanding	
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.
- Late assignments will only be accepted up to one week after the deadline.
- Grading will start with a “85” for assignments that are handed-in late.
- Assignments will not be accepted more than one week after the deadline & will result in an “F”/ 0 grade.
- Handouts will be distributed via class blog: [www.artorium.com/instruction](http://www.artorium.com/instruction)
- Students who are absent to a class should check class blog and are responsible for what was missed

**Class Supplies**

- **Flash Drive or storage device:** 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 2.2	<ul style="list-style-type: none"> <li>• <b>Introductions</b></li> <li>• Course Objectives</li> <li>• Blog and Openlab</li> <li>• <b>Project 1 Overview:</b> Typographic Calendar (series of 18 exercises)</li> <li>• Students must provide copy for calendar (Due next week)</li> </ul>	<ul style="list-style-type: none"> <li>• Urban Legend Essay</li> <li>• Typographic exercise #0: type family review</li> </ul>
2 Thursday 2.9	<ul style="list-style-type: none"> <li>• <b>Project 1</b> Typographic Calendar</li> <li>• Copy DUE</li> <li>• Type problems presented to students. Specs provided</li> </ul>	<ul style="list-style-type: none"> <li>• Typographic exercise #1-5</li> </ul>
3 Thursday 2.16	<ul style="list-style-type: none"> <li>• <b>Project 1</b> Typographic Calendar</li> <li>• DUE Typographic exercise #1-5</li> </ul>	<ul style="list-style-type: none"> <li>• Typographic exercise #6-10</li> <li>• Sketches to proportion</li> </ul>
4 Thursday 2.23	<ul style="list-style-type: none"> <li>• <b>Project 1</b> Typographic Calendar</li> <li>• DUE Typographic exercise #6-10</li> <li>• DUE First page of sketches</li> </ul>	<ul style="list-style-type: none"> <li>• Typographic exercise #11-15</li> <li>• More sketches to proportion concentrating on a type or letter based solution</li> </ul>
5 Thursday 3.2	<ul style="list-style-type: none"> <li>• <b>Project 1</b> Typographic Calendar</li> <li>• DUE sketches</li> <li>• <b>QUIZ 1</b></li> </ul>	<ul style="list-style-type: none"> <li>• Typographic exercise #16-18</li> <li>• Calendar Grid and Master pages</li> </ul>
6 Thursday 3.9	<ul style="list-style-type: none"> <li>• <b>Project 1</b> Typographic Calendar</li> <li>• DUE Calendar Grid</li> </ul>	<ul style="list-style-type: none"> <li>• Typographic exercise wrap-up (binding and printing)</li> <li>• Calendar Cover</li> </ul>
7 Thursday 3.16	<ul style="list-style-type: none"> <li>• <b>Project 1 Calendar – DUE (Mid-Term)</b></li> <li>• Presentations</li> <li>• <b>Project 2 Overview</b> Interactive Publication</li> </ul>	<ul style="list-style-type: none"> <li>• Research and brainstorm</li> <li>• Examples/ inspiration</li> </ul>

	(please note the school provides ipads for use)	
<b>8</b> Thursday 3.23	<ul style="list-style-type: none"> <li>• <b>Project 2</b> Interactive Publication</li> <li>• DUE Theme proposal</li> <li>• Further research</li> </ul>	<ul style="list-style-type: none"> <li>• Project sketches</li> <li>• Collect all needed content: text, photos, illustrations</li> </ul>
<b>9</b> Thursday 3.30	<ul style="list-style-type: none"> <li>• <b>Project 2</b> Interactive Publication</li> <li>• All research completed</li> <li>• Combing typefaces</li> <li>• Interactive slide show</li> <li>• Design Masthead</li> </ul>	<ul style="list-style-type: none"> <li>• Project development</li> </ul>
<b>10</b> Thursday 4.6* (Spring Break Begins)	<ul style="list-style-type: none"> <li>• <b>Project 2</b> Interactive Publication</li> <li>• Cover concept design</li> <li>• Completed layout for story one</li> <li>• Interactivity: slides</li> </ul>	<ul style="list-style-type: none"> <li>• Finalize project content</li> </ul>
<b>11</b> Thursday 4.20* (Spring Break Ends)	<ul style="list-style-type: none"> <li>• <b>Project 2</b> Interactive Publication</li> <li>• DUE Cover design</li> <li>• Completed layout for story two</li> <li>• Interactivity: links</li> </ul>	<ul style="list-style-type: none"> <li>• Research and brainstorm</li> </ul>
<b>12</b> Thursday 4.27	<ul style="list-style-type: none"> <li>• <b>Project 2</b> Interactive Publication</li> <li>• Completed layout for story three</li> <li>• <b>In-class Critique</b></li> <li>• Revisions</li> </ul>	<ul style="list-style-type: none"> <li>• Refine comps</li> </ul>
<b>13</b> Thursday 5.4	<ul style="list-style-type: none"> <li>• <b>Project 2</b> Interactive Publication</li> <li>• Completed TOC</li> <li>• <b>Quiz 2</b></li> </ul>	<ul style="list-style-type: none"> <li>• Final project development and production</li> </ul>
<b>14</b> Thursday 5.11	<ul style="list-style-type: none"> <li>• <b>Project 2</b> Interactive Publication</li> <li>• DUE First Draft</li> <li>• <b>In-class Critique</b></li> </ul>	<ul style="list-style-type: none"> <li>• Final project development and production</li> </ul>
<b>15</b> Thursday 5.18	<ul style="list-style-type: none"> <li>• <b>Final Due - Project 2</b> Interactive Publication</li> <li>• All files must be in dropbox folder</li> </ul>	