



COMD 1167-D143

Type & Media

Mon, 11:30am - 2:00pm, Rm N1104
Wed, 11:30am - 2:00pm, Rm N1120

Course Description

Maximum Credits: 4
Hours per week: 2 classroom, 4 lab

This is a foundation course in typography with an emphasis on using type for a multiple of industry related applications ranging from print to interactive. Students will be introduced to principles of type design and terminology including: variations of type structure, anatomy, font usage, grid, leading, kerning, tracking and alignment. Students will learn industry standard software such as InDesign on the Macintosh operating system.

Prerequisites

CUNY proficiency in reading, writing and mathematics OR
Co-requisite: ENG 092R (ESOL 032R) and/or ENG 092W (ESOL 031W), as required.

Instructor

Mary A. Brown
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Mobile: 201-407-9502
Office Hours (by appointment only): 11:00am - 11:30am or 2:00pm -2:30pm, Mon & Wed

Teaching/Learning Method

- Lectures
- Readings
- Demonstrations
- Assignments
- Tests and quizzes
- Open Lab Website

Required Text and Reading

- **A Type Primer** (2nd Edition) by John Kane
- **Class OpenLab Website** <https://openlab.citytech.cuny.edu/-browncomd1167fall2016-/>

Recommended Text

InDesign CC: Visual QuickStart Guide (Latest Edition) by Sandee Cohen

Attendance (College) and Lateness (Department) Policies

Attendance will be taken at the beginning of each class. **Only three absences** may be allowed. After three absences, a student will be withdrawn because of unsatisfactory attendance (code WU).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 latenesses = 1 absence), a student will be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).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

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

Grading

- 3 Main projects and their presentations 60%
- 2 Tests10%
- 2 Quizzes10%
- Participation/Weekly Assignments/Journal 20%



Statement I reserve the right to change the syllabus or grading formula as need be, given the composition and progress of the class. I will notify you about these changes in writing on the website and orally in class as soon as I make them, giving you time to adjust your approach if need be. I reserve the right to take pictures and video of our work in class, although I will not publish images or footage of you publicly, they may be used as samples in order to illustrate points for future classes and used on the course website.

- Class Policies**
- No late work will be accepted. You must submit work by the beginning of the class in which it is due.
 - Any missed assignments will earn a zero. No partial credit will be given.
 - Do not use any form of social media or texting during class. If you are so distracted, I reserve the right to eject you from class and give you an absence for the day.
 - Respect your classmates as you want to be respected.
 - When you address your email to me, please write the subject line as follows: COMD 1167 [Your Name]
 - There will be no make-ups for those who miss any classes, quizzes, or the final project.
 - Students have the option to revisit earlier projects and revise them based on original comments. If you feel you can improve your grade, this is you only opportunity.
 - If a student finds he will not be able to present to hand in a project on the scheduled day, it is his/her responsibility to notify the instructor PRIOR to the due date and request alternate arrangements. Points will be deducted from your project grade for missed critiques.
 - **You must use your City Tech email for all school business.**

- Required Supplies:** The following items can be purchased at a local Staples or art store:
- 8.5"x11" or 9"x11" Tracing Pad
 - 12" Ruler if your pad doesn't have a grid
 - 2 BLACK Pilot Razor Point II Fine Line Markers, 0.2mm Super Fine Point or an equivalent super fine marker/pen
 - No. 2 Pencil
 - Portfolio with plastic sleeves to keep as a Journal of all samples collected during the semester

- Deliverables:**
- **The Type Book** (Project #1)
This will be your personal typography manual, constructed in InDesign. It will illustrate fundamental typographic principles in a way that will hopefully be meaningful to you beyond this semester.
 - **The Chapbook** (Projects #2 and #3)
A short 12-page booklet-style magazine to created in InDesign and submitted as a printed piece. The topic will be one of your choosing; it can be autobiographical or about a hobby or something that you are passionate about. Once complete, it will be reworked as an interactive PDF.

General Education Goals

General Education Goal	How the goal is covered
Thinking Critically The student will demonstrate the ability to evaluate evidence and apply reasoning to make valid inferences.	Students will develop their critical thinking by participating in class critiques, applying standards learned in class to their own work and that of classmates.
Social Interaction The student will demonstrate an understanding of professional ethics.	Students will learn about professional ethics through discussion in class.
Lifelong Learning The student will demonstrate an awareness of resources for continued lifelong learning.	Students will be directed towards resources and techniques of research they can use as references throughout their careers
Information Literacy <ul style="list-style-type: none"> • The student will demonstrate the ability to find proper resources. • The student will demonstrate the ability to formulate relevant queries 	Students will develop familiarity with professional resources and be expected to learn from them in a relevant fashion.



WEEK	SESSION	CLASS WORK & LAB WORK	HOMEWORK
1	1—Mon 8/29	<ul style="list-style-type: none"> • Course Introduction — policies of the class, file system, use of Google Drive and OpenLab, materials • History of Letterform — calligraphy, lettering, typography • Biographical Name Tags & Introductions 	<ul style="list-style-type: none"> • Purchase required materials. (Books should be in the campus bookstore) • Reading from text: Development pgs 16-50; become familiar with content on the class website • Take a cellphone photo of your nametag that was created in class. Post it on the class website and write 1-2 paragraphs about who you are. Give a credit to the person who created your nametag.
	2—Wed 8/31	<ul style="list-style-type: none"> • History of Typography — five type families, anatomy of type, terminology • Introduction to drawing letterforms 	<ul style="list-style-type: none"> • Reading from text: Basics pgs 1-15 • Reading: Review new information on class website. • Complete the Letterform Worksheet (read the directions for each section)
2	Mon 9/5	NO CLASS	
	3—Wed 9/7	<ul style="list-style-type: none"> • Continue History of Typography • Introduction to InDesign & Font Book — creating new document, using fonts • Learning to draw letterforms using the tracing paper 	<ul style="list-style-type: none"> • Reading from text: Tracking: Kerning and Letterspacing pgs 90-93 • Reading: Review new information on class website.
3	4—Mon 9/12	<ul style="list-style-type: none"> • InDesign — Leading, measurements, kerning • Learning to draw letterforms using the tracing paper 	<ul style="list-style-type: none"> • Reading from text: Grid System pgs 177 - 221 • Reading: Review new information on class website.
	5—Wed 9/14	<ul style="list-style-type: none"> • InDesign—margins, grids, templates, rules, strokes • The Type Book Introduction: Using the InDesign template; Type Anatomy and Letterforms 	<ul style="list-style-type: none"> • Reading from text: • Reading: Review new information on class website. • Finish Type Book Assignment
4	6—Mon 9/19	<ul style="list-style-type: none"> • InDesign—Multipage Documents, panels, master pages, pagination, • More about Font Book software • Type Book—Five Families of Type 	<ul style="list-style-type: none"> • Reading: Review new information on class website. • Finish any work not completed in class
	7—Wed 9/21	<ul style="list-style-type: none"> • Differences in Type — width, weight, posture, stress, serifs, constrast, font analysis • Type Book—Weight & Variations exercise 	<ul style="list-style-type: none"> • Study for Quiz #1 • Reading from text: • Reading: Review new information on class website. • Finish any work not completed in class.
5	8—Mon 9/26	<ul style="list-style-type: none"> • Quiz #1 • Type Alignment and Tracking • Type Book—Alignment & Tracking exercise 	<ul style="list-style-type: none"> • Reading from text: • Reading: Review new information on class website. • Finish any work not completed in class
	9—Wed 9/28	<ul style="list-style-type: none"> • Type on a Path • Type Book — Type on a Path exercise 	<ul style="list-style-type: none"> • Reading from text: Type and Color pgs 80-87 • Reading: Review new information on class website. • Finish any work not completed in class.
6	Mon 10/3	NO CLASS	
	10—Wed 10/5	<ul style="list-style-type: none"> • What not to do in typography, legibility, distorting type • Type Book—Type Color exercise 	<ul style="list-style-type: none"> • Reading from text:
	11—Thurs 10/6 (follow Mon scheule)	<ul style="list-style-type: none"> • Visual Hierarchy • Type Book—Hierarchy exercise • InDeign—Character & Paragraph Styles 	<ul style="list-style-type: none"> • Reading from text: • Reading: Review new information on class website. • Finish any work not completed in class.
	Mon 10/10	NO CLASS	
	Wed 10/12	NO CLASS	
7	12—Mon 10/17	<ul style="list-style-type: none"> • Grid Variations • Type Book—Grid exercise 	<ul style="list-style-type: none"> • Reading from text: • Reading: Review new information on class website. • Finish any work not completed in class.
	13—Wed 10/19	<ul style="list-style-type: none"> • How to prepare your Type Book for printing • Fix all Type Book Assignments 	<ul style="list-style-type: none"> • Reading from text: • Reading: Review new information on class website. • Finish any work not completed in class.



WEEK	SESSION	CLASS WORK & LAB WORK	HOMEWORK
8	14—Mon 10/24	<ul style="list-style-type: none"> Putting Type Book Together InDesign — Importing images, linking text from page to page Correcting any page of Type Book if needed 	<ul style="list-style-type: none"> Study for Midterm Reading from text: Reading: Review new information on class website. Re-do, correct, pages for Type Book Print out pages and assemble Type Book Bring in samples of type that you like—take photos, rip from magazines (at least 15 samples)
	15—Wed 10/26	<p>MIDTERM</p> <p>Typebook Submission Completed</p> <ul style="list-style-type: none"> Magazine Conventions InDesign — Paragraph/Character Panels Chapbook—Introduction 	<ul style="list-style-type: none"> Reading from text: Text Page pgs 114-136 Reading: Review new information on class website. Begin to consider topic for your Chapbook
9	16—Mon 10/31	<ul style="list-style-type: none"> InDesign — Text Wrap Chapbook — Select topics and begin to collect content Class exercise on working with paragraph & character styles 	<ul style="list-style-type: none"> Reading from text: Reading: Review new information on class website. Sketch 3 ideas for Chapbook cover
	17—Wed 11/2	<ul style="list-style-type: none"> InDesign — Preflighting and Preparing to Print Chapbook — Cover Sketch Critique, Cover design 	<ul style="list-style-type: none"> Reading from text: Reading: Review new information on class website. Finalize Chapbook cover
10	18—Mon 11/7	<ul style="list-style-type: none"> Chapbook — Interior pages; creating master pages and templates to build the Chap Book 	<ul style="list-style-type: none"> Reading from text: Reading: Review new information on class website.
	19—Wed 11/9	<ul style="list-style-type: none"> Chap Book — layout of interior pages 	<ul style="list-style-type: none"> Reading: Review new information on class website. Chap Book interior pages
11	20—Mon 11/14	<ul style="list-style-type: none"> Chapbook — Small Group Critique Continue working on Chap Book 	<ul style="list-style-type: none"> Reading from text: Reading: Review new information on class website. Complete Chapbook based on Class Critique.
	21—Wed 11/16	<ul style="list-style-type: none"> Chapbook — Class Critique Chapbook Continue working on Chap Book and fix based on critique 	<ul style="list-style-type: none"> Study for Quiz #2 Reading from text: Reading: Review new information on class website. Print Final Chapbook
12	22—Mon 11/21	<p>Quiz #2</p> <p>Print Version Submission Completed</p> <ul style="list-style-type: none"> InDesign — Interactive Features Chapbook — Intro to ways to convert the print version to an interactive digital version Practice with interactive exercises 	<ul style="list-style-type: none"> Reading from text: Reading: Review new information on class website.
	23—Wed 11/23	<ul style="list-style-type: none"> InDesign — Document navigation and animation Practices with interactive exercises in creating animation and navigation 	<ul style="list-style-type: none"> Reading from text: Reading: Review new information on class website. Work on Chapbook — video, photos, drawings
13	24—Mon 11/28	<ul style="list-style-type: none"> InDesign — Basic interactivity, building slides, buttons, type motion, page transitions Color — RGB vs CMYK Chapbook — adding animation and navigation 	<ul style="list-style-type: none"> Reading from text: Reading: Review new information on class website. Continue working on Chapbook and prepare for critique
	25—Wed 11/30	<ul style="list-style-type: none"> InDesign—Importing media files (FLV, mp3) Chap Book — Begin adding media files 	<ul style="list-style-type: none"> Reading from text: Reading: Review new information on class website. Continue working on Chapbook and prepare for critique.
14	26—Mon 12/5	<ul style="list-style-type: none"> Chapbook — Small Group Critiques Continue working on Chapbook to fix based on critiques 	<ul style="list-style-type: none"> Reading from text: Reading: Review new information on class website. Make corrections based on critique.
	27—Wed 12/7	<ul style="list-style-type: none"> Chapbook — Class Critique Interactive Chapbook Work on Chapbook to fix based on critiques 	<ul style="list-style-type: none"> Reading from text: Reading: Review new information on class website Prepare Interactive Chapbook for final submission.



WEEK	SESSION	CLASS WORK & LAB WORK	HOMEWORK
15	28—Mon 12/12	<ul style="list-style-type: none">• Chap Book — All finishing touches should be done• Interactive Version Completed• Final Interactive Chap Book submitted• Review for final exam	<ul style="list-style-type: none">• Study for Final Exam
	29—Wed 12/14	FINAL EXAM	
	30—Mon 12/19		