

# Typographic Design III (COMD 2427)

Professor: Patricia Childers pchilders1@mac.com

1 cl hr, 2 lab hrs, 2 cr,

Prerequisite: COMD 1167 Equivalent to old course ADV 2317

Class website: <https://openlab.citytech.cuny.edu/childerscomd-2427spring2017/>

Tumblr: [typedesign-citytech.tumblr.com](https://typedesign-citytech.tumblr.com)

## Course Description

Advanced typographic design principles. Typographic applications for web design, print and motion graphics are explored, as well as integration of design and production in the laboratory.

## Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
<i>For the successful completion of this course, students should be able to:</i>	<i>Evaluation methods and criteria:</i>
Create complex typographical compositions using theory and practice studied in Typographic Design I and II classes	Students will demonstrate competency through written test and in project consideration of typefaces, point sizes, leading, spacing, and type variations for assignments
Solve typographical problems using elaborate grids with multiple columns on a single page	Students will demonstrate competency through performance in assignment specifically dealing with this topic Variety of layouts might include: newspapers, brochures, and other single page documents where multiple columns are used
Explore integration of typography with imagery such as photographs, charts, diagrams, etc	Students will demonstrate competency through performance in assignment specifically dealing with this topic Assignments must include integration of type and image, Type must be the most important components in layout
Effectively solve typographical problems using elaborate grids containing multiple columns and multiple pages	Students will demonstrate competency through book project with master pages, links, style sheets

*This syllabus is subject to change at any time during the semester. You will be notified of any changes or will be issued a new syllabus.*

## General Education Outcomes

<i>General education outcome covered:</i>	<i>How the outcome is assessed:</i>
<b>Thinking Critically</b> The student will demonstrate the ability to evaluate evidence and apply reasoning to make valid inferences	Evaluate through class critique to determine how well students were able to advance their project concepts by applying evidence and using logic to make decisions
<b>Social Interaction</b> The student will demonstrate an understanding of professional ethics	Evaluate through class discussion and written tests if students have developed a sensitivity and awareness of professional ethics
<b>Lifelong Learning</b> The student will demonstrate an awareness of resources for continued lifelong learning	Evaluate through class discussion and written tests if students become aware of resources they can use as references throughout their careers

## Syllabus: Typography III

<i>week</i>	<i>topic</i>	<i>exercise</i>	<i>homework</i>
1 Jan 31	Introduction	Overview of class Review effective typography and homework	Systems of hierarchy Alphabet pictures
2 Feb 7	Type Vocabulary Fonts /Software	Font book Usage How to access Western Fonts	Apply autobiographical paragraph to a series of posters
3 Feb 14	Applying type vocabulary specs	Applying type vocabulary & understanding specs Specs for a series of 3 autobiographical posters Complete version 1 to be done during class Set a page, use appropriate fonts Placing text and photographs	Work on versions 2 and 3 of poster Set pages with specifics on color, size, bleed, alignment, style and variations of type
4 Feb 21	Continue Specs	Review Posters, corrections during class	Posters due next week
5 Feb 28	Tabs	Create a complex table using tab feature in InDesign, align left, align right, centered Discuss examples of printed tables Design a 1-page annual report with 1 text box. Multiple tab alignments must be used as per instructor.	Select 2 letters of the alphabet for "Alphabet around us" Finish Annual Report page
6 Mar 7	Aesthetics and typography	Experimental typography: Printed examples of experimental typography are presented Explain "Alphabet around us" project and photos	Bring pictures of selected letters. Bring photos of found objects which resemble your letters.
7 Mar 14	Creating a spiral bound book Grids and layouts	Specs for "Alphabet around us" book projects are discussed. Instruction on preparing a document for binding, correct use of grid, style sheets and layouts Create a 28-page spiral bound book using master pages	Instructors will supply text for projects Design layout for book, place text and photographs
8 Mar 21	Choosing materials for book (paper/binding) Style sheets	What are style sheets? Difference between character and paragraphs style sheets. Instruction on creating and applying style sheets Examples of books, binding (comb, coil and wire) and paper choices	Students must create at least 4 different styles for the text of their books Style sheets must be applied to all text of book
9 Mar 28	Continue books	Review work, Make corrections during class	Book presentations next week
10 Apr 4	Creating a saddle stitched book Grid and layout Sample pages	Discuss final project specs 16-page saddle stitch booklet, print on both sides Why the need to create a sample page Using the longest available text to create a sample Researching for art relevant to the story	Create 2 sample pages for book. (text and chapter opener) Student must take into consideration, specs(final size, binding, printing)
11 Apr 11	Master pages Style sheets Linked text	Create master pages, and link all text Review "How to create and apply style sheets"	Create book document, place all text (linked), create and apply style sheets, master page guides and folios
12 Apr 25	Imposition	Create "dummy" and imposition (prep for print) Cover design	Dummies and imposition must be completed by next week
13 May 2	Printing and binding	How to print spreads and create a saddle stitch book (demonstration) Paper and cover stock choices	Print and bind books
14 May 9	Final books due	Students present books to class	Final revisions
15 May 16	Last class	Class review	None

## Teaching/Learning Method

Lectures  
Readings  
Demonstration  
Assignments  
Blog  
Quizzes

## Materials

- medium sized sketchbook (class dedicated)
- pencils, pens, thick and thin markers
- xacto knife
- 18 inch ruler
- storage media of choice (USB, ipod, flashdrive)
- rubber cement and tape
- mounting board (as needed)

## Recommended Text

**Thinking with Type** Ellen Lupton

**Typographic Design: Form and Communication**, Rob Carter, Ben Day, Philip Meggs, Wiley, 4th edition, 2006

**QuarkXpress or InDesign Visual QuickStart Guide**, Sandee Cohen (latest edition)

**Grid Systems** Kimberly Elam

**Stop Stealing Sheep** Erik Spiekermann

**Geometry of Design** Kimberly Elam

*Find additional text and links on OpenLab*

## Expectations

To do well in this course, arrive at class on time, with your materials, your projects prepared, and ready to work. We will have a 15-minute breaks half way through class. Late attendance, extended breaks and leaving early affect participation will effect your grade.

Everyone starts this class with an excellent grade. To maintain your standing you are expected to be an enthusiastic participant in this class. Participation and dedication is a large part of your total grade.

Class participation means that you are fully present in class, not looking at your cell phone or surfing on classroom computers. Transgressions will result in a reduction of your participation grade. Electronic devices not used in class must be put away and not sitting out in view. No second chances will be given.

Consider this class as a professional experience, a job, an interview or an internship. Assume that your professor and peers will be in a position to recommend you or offer you a job in the not too distant future. You are not only building knowledge and your portfolio, you are establishing your professional reputation and affecting your career goals.

## Professionalism is demonstrated by:

- Class preparedness (completing projects on time, bringing materials to class, checking web site for instructions)
- Participating in critiques, and discussions; volunteering answers, asking questions, helping classmates
- Paying attention during class demonstrations
- Following project instructions and taking notes
- Arriving on time and staying for the full time period

## Coursework

Each project will be explained along with a detailed project sheet. Follow instructions carefully. Reread directions prior to handing in your projects, failure to comply with these instructions will effect your grade. Sketches and roughs are included in the grade analysis and must be provided as part of an assignment. If not provided then a project will not be considered completed and will be graded as such.

We will critique work-in-progress as well as finished projects. You must present your work-in-progress in class to receive full credit for each project. Failure to do so will result in a drop in grade.

You will present your work verbally during critiques. All projects must be presented as printed materials, not as work on disks or on screen. Unless printed, projects will not be accepted for review, or grading.

Throughout the course, we will have in-class exercises and quizzes that will be graded on a credit/no-credit basis. These exercises will submitted to me at the end of class. The exercises are intended to build specific skills that will be needed for projects.

## Course Website

Students will refer to our website (<https://openlab.citytech.cuny.edu/childerscomd2427spring2017>) for course content and reference material.

This will be our most consistent communication vehicle. It is the student's responsibility to check the site before each class meeting for instructions.

Final work must be submitted digitally. All files will be named as follows: TypographicDesign3\_spring16\_Project-Name\_Your Last name\_First name

## OpenLab

We will be using the OpenLab ([openlab.citytech.cuny.edu](https://openlab.citytech.cuny.edu)) for hosting assignments, online discussions, and final ePortfolio work. If you have not used the OpenLab before, please create an account, sign on and review the site immediately.

## Tumblr

We will have a weekly ongoing critique, posting studies on our Tumblr account. Student must post their process and comment on their own and their classmates posts on our blog. Tumblr account: typedesign-citytech-tumblr.com. If you have questions, please ask!

## Backing Up Your Files

Losing work due to failed media or overwritten files is not an excuse for late work. Students are expected to have an effective backup strategy for all of their files. It is suggested that this strategy includes duplicate back-ups of all working and final files.

**Please note** that program versions on lab and classroom computers may differ from the version on your computer. If this is the case, you may not be able to open your project in class. Be sure to save your work in a version compatible with class programs. If you have any questions or doubts about saving or backing up your work, please do not hesitate to talk to me.

## Homework

Homework assignments are 60% of your grade. The homework roster is taken at the beginning of each class, work not completed will drop 1/2 grade.

Arrive in class with homework prepared, printed and ready to present. Please let me know **in advance** if this is a problem.

**Don't miss class because you haven't finished your work — class discussion/critiques are also a major part of your grade.**

## Late Work

All work will be due at specific dates noted on the project sheets. If your work is due at the beginning of class and you don't turn it in until the middle or end of class your project will drop 1/2 grade. One week late, your project will drop 1 full grade, projects two weeks late drop 2 grades.

## Grading

Final Project and presentation	30%
Homework assignments	60%
Class participation	10%

**Each project** will be graded on completion of a phase if designated and upon completion of a project. Failure to show work-in-progress where designated will result in a reduction on the final project grade.

**Projects** will be evaluated by the following criteria: following instructions, accurately and the ability to translate basic concepts covered in class, appropriateness of solution, uniqueness of solution, ability to meet deadlines, craftsmanship and presentation.

**Students** will be evaluated on class participation, presentation skills (when applicable) and verbal communication skills during class discussions and critiques. Grades will be posted through Blackboard.

Attendance affects student participation and consequently factors in calculating the final grade. Student missing unannounced projects or quizzes will receive an F, these cannot be taken at a later date.

## Communication

Please be sure to check your citytech email (or whichever email you provide to me on the first session) on a constant basis. I will be contacting you via email with reminders, changes and other pertinent information. Check email at least 24 hrs before class or more often. Make sure that your email is not overloaded and discard unnecessary mail. It is your responsibility to manage your mailbox so that lines of communication are open and available.

Project handouts, presentation, and syllabus/calendar are posted on our website. If you misplace your project handouts you will find them on the site.

## Contacting me

The best way to contact me is through email: pchilders1@mac.com.  
Office hours: Tuesdays, 10:15-11:15, room 1127.

## 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.