



ADV 1227

Typography 1

Course Description

Maximum Credits: 2.0
Hours per week: 1 cl hr, 2 lab hrs

This basic design and color theory course explores graphic communication through the understanding of the elements and principles of design, as well as the design process, including idea development through final execution. Students develop basic skills in two-dimensional design, color and content creation while employing the design process of research, sketching and experimentation. Communication designers use the concepts explored in this course in disciplines such as advertising, graphic design, web design, illustration, broadcast design, photography, and game design.

Prerequisites

ADV 1161, ADV 1162

Instructor

S. Libby Clarke
Email: sclarke@citytech.cuny.edu
Office Hours (by appointment only): N1126, Monday 4-5pm, Thursday 2:30-3:30pm

Teaching/Learning Method

- Lectures
- Readings
- Demonstrations
- Assignments
- Tests and quizzes
- Blackboard

Required Text

Class website: <http://openlab.citytech.cuny.edu/clarkeadv1227>

Strongly Suggested Text

A Type Primer by John Kane

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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).** Students arriving after the roll is taken will be marked "late."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 latenesses = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).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

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

- Typography Book 30%
- Tests 20%
- Quizzes..... 10%
- Homework assignments 30%
- Class participation 10%



- Projects given as Homework Assignments are due at the beginning of class, otherwise it is consider late.
- There will be no make-ups for those who miss any Classes, the Quizzes, or the Final project.
- ANY MISSED ASSIGNMENTS WILL EARN A ZERO. Assignments received after the deadline will drop a grade at the end of the class. After that time period, any late assignment will earn a zero.
- Students have the option to revisit earlier projects and revise them based on original comments.
- Make-ups: If a student finds they will not be able to present or hand in a project on the scheduled day, it is their responsibility to notify the instructor PRIOR to the due date and request alternate arrangements.
- Points will be deducted for late assignments and missed critiques.

Statement I reserve the right to change the syllabus or grading formula as I see fit, given the composition and progress of the class. I will notify the class as to these changes in writing in a timely fashion.

Class Policies No late work will be accepted. You must submit work by the beginning of class, whether we meet in the classroom or online.
 No Facebooking or texting during class. If you do, I reserve the right to eject you from class and give you an absence for the day.
 Respect your classmates as you would be respected.
 When you address your email, please write the subject line as follows: ADV 1227 Fall 12 [Your Name]
 Please use your City Tech email for all school business.

Required Supplies I strongly suggest you shop at Utrecht as they have all of these supplies at the prices I list below
 Speedball Lino Assortment Set..... Utrecht Price \$10.99
 1 (4" x 6") block Utrecht Easy Cut for Block Cutting..... Utrecht Price \$2.99
 Utrecht Newsprint Paper Drawing Pad,
 Recycled, Rough Texture, 100 sheets..... Utrecht price \$2.89
 Utrecht Straight Edge Ruler, Aluminium (18 in.)..... Utrecht price \$6.69

Utrecht Locations:

- Utrecht: Brooklyn, 536 Myrtle Ave, Brooklyn 11205-2606, (718) 789-0308
- Utrecht: New York City (W 23rd St), 237 W 23rd Street, New York City 10011, 212-675-8699
- Utrecht: New York City (4th Ave), 111 Fourth Avenue, New York City 10003, (212) 777-5353
- Utrecht: SOHO, 148 Lafayette Street, New York City 10013, (212) 431-3864
- Utrecht: New York City (13th Street), 21 East 13th Street, New York City 10003, 212-924-4136



Week	Lecture Topic & Exercise	Homework Assignment
1	<p>Go over Syllabus</p> <p>Introduction:</p> <ul style="list-style-type: none"> About class in general Homework assignments (Type Journal) Final Project (Type Book) Supplies 	<p>Get all supplies</p> <p>Go to Openlab and join, go to class website</p> <p>Take part in class survey on class website</p>
2	<p>History:</p> <ul style="list-style-type: none"> The Development of Letterforms Five Families of Type: Overview Old Style typefaces Initial lettering worksheets (Old Style) <p>Working on the Computer:</p> <ul style="list-style-type: none"> Fonts /Software 	<p>Finish worksheets</p> <p>Read assigned pages on class website</p> <p>IRB Certification (counts as a quiz grade)</p>
3	<p>History: Transitional</p> <ul style="list-style-type: none"> Lettering worksheets (Transitional) <p>Anatomy of Type</p> <ul style="list-style-type: none"> Anatomy worksheet: compare and contrast Old Style and transitional typefaces. Identify which parts of the specific letters are different. <p>Relief Printing Introduction: Movable Type Class Project</p> <ul style="list-style-type: none"> Carve assigned letter out of eraser, being sure to maintain needed negative space <p>Working on the computer:</p> <ul style="list-style-type: none"> The bounding box and its implications 	<p>Finish worksheets</p> <p>Read assigned pages on class website.</p> <p>Anatomy exercise: deals with the following type components: baseline, meanline, capline, serif, counter, x-height, ascenders, descenders</p>
4	<p>History: Modern</p> <ul style="list-style-type: none"> Lettering worksheets (Modern) <p>Relief Printing: Movable Type continued</p> <ul style="list-style-type: none"> Print out short words with classmates, being careful to kern carefully between letters <p>Kerning</p> <ul style="list-style-type: none"> Kerning worksheet Controlling kerning digitally 	<p>Finish worksheets</p> <p>Read assigned pages on class website</p> <p>Take all printed letters and draw out baseline, meanline, capline and other anatomical characteristics</p> <p>Kerning homework: Go out into the world, find bad kerning, take a digital photo. Using Photoshop, correct the kerning to the best of your ability. Display before and after states.</p>
5	<p>History: Egyptian</p> <ul style="list-style-type: none"> Lettering worksheets (Egyptian) <p>Relief Printing: Movable Type and Texts</p> <ul style="list-style-type: none"> Print out words in horizontal pairs with classmates so you can explore the concept of leading <p>Leading</p> <ul style="list-style-type: none"> Leading worksheet Controlling leading digitally 	<p>Finish worksheets</p> <p>Read assigned pages on class website</p> <p>Leading Homework: In any printed material, find bad leading. Scan the sample into Photoshop and correct to the best of your ability, Display before and after states.</p>
6	<p>History: Sans Serif</p> <ul style="list-style-type: none"> Lettering worksheets (Sans Serif) <p>Tracking</p> <ul style="list-style-type: none"> Tracking worksheet Controlling tracking digitally <p>Prepare for Quiz</p>	<p>Finish worksheets</p> <p>Read assigned pages on class website</p> <p>Tracking Homework: In any printed material or out in the world, find 3 examples of intentional tracking. Make copies or take pictures of the examples and bring into class.</p>
7	<p>Quiz: The Five Type Families</p> <p>How to prepare class grid and sizes for all digital assignments using InDesign</p> <p>How to use Fontbook and selecting type from the Western Fonts folder</p> <p>Using the Paragraph and Character panels in InDesign</p>	<p>Read assigned pages on class website</p> <p>Create a 5-page document. Each page should have 1 layout with specific characters of each of five families of type. Each page must display a sample of a font within a specific family, and list characteristics.</p>
8	<p>Variation in Type:</p> <ul style="list-style-type: none"> Width/Weight/Posture Stress/Contrast/Serifs <p>Introduction to the main visual differences of type</p> <ul style="list-style-type: none"> Analysis of visual characteristics of a font based on weight, width and posture and on letter stress, contrast and serifs 	<p>Read assigned pages on class website</p> <p>Create a 6 page document. Each page must show a sampling of 3 characters comparing variations of type within each category discussed in class.</p> <p>Example/Weight:</p> <p>One character in a light face, one character on a regular face, one character on a bold face</p> <p>Study for midterm</p>



Week	Lecture Topic & Exercise	Homework Assignment
9	<p>MIDTERM WRITTEN EXAM (1.5 HOURS) Present Typography Notebook Alignment</p> <ul style="list-style-type: none"> Which are the different kinds of type alignments (Flushed left, Flushed right, Centered, Justified, and Forced Justified) Analysis of which ones work best and under which circumstances. 	<p>Read assigned pages on class website Worksheets provided by instructor Create a 1-page document. Instructor will supply text to be positioned using all 5 main alignments Prepare and clean up Typography Notebook for presentation to instructor</p>
11	<p>Prof. Clarke out of town, online lesson posted to website or substitute instructor. Text on a path</p> <ul style="list-style-type: none"> Spacing Vertical path Type on a smooth curve Type on a sharp curve Type on a circular path 	<p>Read assigned pages on class website Create a 1 page document</p> <ul style="list-style-type: none"> Write 4 sentences which make up a tiny story. Each sentence must be addressed (set) as one of the main paths explained in class. Notice problems that are caused by this kind of typesetting, and fix those problems. <p>Study for Quiz 2</p>
11	<p>Quiz 2 What not to do: the computer and type Color and Legibility</p> <ul style="list-style-type: none"> Typographical problems affecting legibility. How to properly use features of your computer in relationship to type: Avoiding horizontal and vertical scaling, faux bolds, faux italics and others. Color theory applied to typography 	<p>Read assigned pages on class website Create a 1 page document</p> <ul style="list-style-type: none"> Create a set of background boxes which will range from 100 to 10% of a specific color. Explore what happens to type as it is set into a variety of backgrounds
12	<p>Visual Hierarchy</p> <ul style="list-style-type: none"> How to compare any kind of hierarchy to a page hierarchy. Assigning importance to typographical items on a page <p>Typographic Grid Introduction</p>	<p>Read assigned pages on class website Create a 2 page document. Text will be supplied by instructor. Each page will address specific issues of hierarchy within a layout: What to do with a title, secondary text and small text</p>
13	<p>Typographical Grid and all elements: 1 grid, many layouts</p> <ul style="list-style-type: none"> Review of all the ways in which class had used the same grid. Variation in layouts: Create eight layouts using the same grid For these layouts each student uses just boxes- not actual text. Instructor will select one of these layouts and then actual text will be positioned. <p>How to put the book together</p> <ul style="list-style-type: none"> How to prepare a book which will contain all of each student semester's work Paper, cover and binding choices will be discussed 	<p>Read assigned pages on class website Student will create layout using the sketch chosen by instructor in class. Research text and imagery for "favorite" performer assignment</p>
14	<p>Combining all the elements: How to combine good typography with other elements on a page. This might include illustrations, photographs or charts</p>	<p>Read assigned pages on class website Students create a 1 page document. Theme varies per semester (favorite singer, performer, etc) Students combine all elements discuss during semester to create a 1 page poster. This poster should display proper use of type, variations in type, visual hierarchy, and legibility issues. Clean up and complete Typography notebook: all sketches, all assignments are to be included. Study for final exam</p>
15	<p>FINAL WRITTEN EXAM (1.5 HOURS) Present complete Typography notebook to instructor</p>	<p>None</p>