NEW YORK CITY COLLEGE OF TECHNOLOGY

THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF COMMUNICATION DESIGN

Course Syllabus

COMD 2427 Typographic Design III
Sec. D212 • Fall 18
Tuesdays: 11:30 AM-2:00 PM Room: P-112

Professor John Battista De Santis
jdesantis@citytech.cuny.edu

Office Hour Tuesdays • 10:00-11:00 • Room N-1126

OpenLab Page:
https://openlab.citytech.cuny.edu/desantis-typographic-design3-2427-d212-fall2018/

John Battista De Santis

Teacher Statement:

As a creative director, art director, designer and illustrator I have always had a keen interest in integrating education and multidisciplinary design studies into varied work environments. By combining disciplines such as design principles and interpersonal skills my goal is to develop multifaceted designers.

In a classroom or studio I strive to teach the professional rigors of design thinking and the realities of creative design combined with client expectations. The ultimate goal is to impart practical, professional creative thinking and communication to students.

"Type is a beautiful group of letters,
not a group of beautiful letters."

-Matthew Carter

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

This course focuses on typography design methods in an on the job environment. We will cover how to effectively create, present and communicate typographical solutions and projects to clients. The student will learn how to market and present themselves to prospective clients and or art directors. The design process and how to incorporate typography to the final objectives will be stressed under the same constraint of a potential work environment.

This syllabus is subject to change at any time during the semester. You will be notified of any changes.

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INSTRUCTIONAL OBJECTIVES
For the successful completion of this course, students should be able to:

Create complex typographical compositions using theory and practice studied in Typographic Design I and Typographic Design II classes. Broaden/sharpen creative development process.

Solve typographical problems using elaborate grids with multiple columns on a single page.

Explore integration of typography with imagery such as photographs, charts, diagrams, etc.

Effectively solve typographical problems using elaborate grids containing multiple columns and multiple pages.

ASSESSMENT
Evaluation methods and criteria:
Students will:

Demonstrate competency through projects where student must consider selection of typefaces, point sizes, leading, spacing, and type variations for assignments.

Demonstrate competency through assignments specifically dealing with this topic. Layouts might include: newspapers, brochures, and other single page documents where multiple columns are used

Demonstrate competency through performance in assignment specifically dealing with this topic. Assignments must include integration of type and image, where type still should be the most important components in layout.

Students will demonstrate competency through a project with master pages, links, style sheets.

General Education Outcome Covered:

Oral Communication
Speaking: The students will demonstrate the ability to articulate themselves using relevant industry specific language

Oral Communication
Listening: The student will demonstrate the ability to discern pertinent information from irrelevant information.

Thinking Critically
The student will demonstrate the ability to evaluate evidence and apply reasoning to make valid inferences.

How Outcome is Assessed:

Evaluate through class discussion, critique, and /or written tests if students use appropriate nomenclature to defend creative, critical and technical decisions in project concepts and development..

Evaluate how well students absorbed and consequently applied the learning though oral critiques of projects.

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.

Teaching/Learning Method
- Lectures
- Assignments
- Critiques
- Exercises
- Readings
- Design Examples / References

Grading
- Projects 60%
- Homework Assignments 20%
- Class participation 20%

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Projects/Assignments:
Approximately five projects with multiple components (subject to change). In class assignments will also be included.
Punctuality and meeting deadlines are critical to success in this class and in real word on job situations. This class will reflect that in terms of assignment and project deadlines.
Projects will require upload to the OpenLab site as per instructions. No grade will be given if this is not done.

Attendance & Lateness 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 equivalents 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".

Assignment and Project Deadlines and Assessments:
All projects/assignments are due at start of class.
Students and assignments arriving late to class day of deadline WILL NOT present and will subtract from grade.
Assignments not submitted at start of class will subtract 10% of grade. Assignments submitted one day late will subtract 20% of grade; two days late 30%; after two days 50% of grade will be subtracted. Assignments after a week late will be marked with 0%. All assignments will be assessed by punctuality, concept, presentation completeness and technique.

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.

All projects will be assessed by:
A. Presentation and Concept
I. Explanation verbal
II. Concept
III. Design
IV. On time

B. Production Technique
I. Complete/Instructions
II. Technique/Execution
1. Color print out mounted on board. Or in case on online assignment following upload instructions
2. Written Project Brief, Two Copies.
3. Job Folder, concept sketches, design work, research and reference.
4. Process Book uploaded in to class Dropbox or Openlab page with each project. Process Book is a multi page PDF with final layout, concept sketches, design work, research and reference. It should be organized, neat and professional.

"Common Sense" Rules
Assignments will not be printed in the classroom on their due date. Students must come to class with printed work
Cell phones must be turned off during class.
No headphones/games/web browsing/email checking/text messaging/social media, sleeping
ABSOLUTELY No food or drinks inside the computer labs

Materials:
- Sketchbook is for all sketches and ideas. It is important that this be with you at all times.
- Black fine line pens & Sharpie markers, 11"x14" Beinfang Graphics 360 Marker paper,
- Tear sheets of inspiration they need to be physical.
- Flash Drive (any storage for your files)/ Do not rely on internet connection A file folder for all of your paper work for EACH assignment and project, a way to organize it.
- Metal ruler, xacto knife tape, mounting and book mockup material as needed.
- There may be additional material required, this will be discuss during class.
- Bring required materials as needed to class sessions.

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Project #1: Your Logotype Branding

Design personal logotype to promote themselves. It will consist of only typography no other elements.

Students Will Follow a Specific Design Process:

Creative Brief - Develop a creative brief that outlines goals & objectives and audience.

Research & Discovery - Create a project folder with research, sketches reference and related items. Create electronic casebook file with sketches, show research, reference etc.

Sketching and Conceptualizing - Do a brainstorming activity generating ideas for design concept. Using research, graphic and conceptual sources, begin designing.

Design Process/Rough Draft - Create a minimum of five thumbnail concepts. Choose the best concept and create a tighter draft.

Critique - Class critiques of concepts will lead to final design solution.

Final Presentation - Students will present final concepts printouts mounted for final critiques. They will explain concept as related to research and design choices.

Final Project Presentation:

Print and mount final version of project

Create digital versions uploaded to class site.

Students will present concepts.

Explain research and concept as related to research and design choices.

Students will be evaluated for their skills in:

Concept, design execution, presentation, production and following the project guidelines.

Project #2: Typographic Poster Brooklyn Historical Society

Student will design typographic poster for the Brookln Historical Society.

Target: Local New Yorkers

Goal: Increase attendance at programs and exhibits.

The design will consist of typography as the main design element.

Poster design will be discussed. A successful poster communicates its message directly and powerfully through visual impact, an intriguing message, typography, color, graphic image and text combinations.

Students Will Follow a Specific Design Process:

Creative Brief - Develop a creative brief that outlines goals & objectives and audience.

Research & Discovery - Create a project folder with research, sketches reference and related items. Create electronic casebook file with sketches, show research, reference etc.

Sketching and Conceptualizing - Do a brainstorming activity generating ideas for design concept. Using research, graphic and conceptual sources, begin designing.

Design Process/Rough Draft - Create a minimum of five thumbnail concepts. Choose the best concept and create a tighter draft.

Critique - Class critiques of concepts will lead to final design solution.

Final Presentation - Students will present final concepts printouts mounted for final critiques. They will explain concept as related to research and design choices.

Final Project Presentation:

Print and mount final version of project.

Create digital versions uploaded to class site.

Create a project casebook highlighting the design process for this project: research, sketches, reference etc.

Students will present concepts.

Explain research and concept as related to research and design choices.

Students will be evaluated for their skills in:

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Projects

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Project #3: Publication Design "2427" Eats Booklet

Students will develop content, design and mockup a small custom publication.

Each student will:

Submit short restaurant review text for one page of the booklet.

Design/mockup a multi page booklet plus cover designl.

Typography hierarchy, contrast, page grid will be covered.

Design a 5.5"x 8.5" page booklet using InDesign.

Page production will also be reviewed: master page layout type style sheets page imposition.

A printed imposed mockup will be the final product.

Students Will Follow a Specific Design Process:

Creative Brief - Develop a creative brief that outlines goals & objectives and audience.

Research & Discovery - Create a project folder with research, sketches reference and related items. Create electronic casebook file with sketches, show research, reference etc.

Sketching and Conceptualizing - Do a brainstorming activity generating ideas for design concept. Using research, graphic and conceptual sources, begin designing.

Design Process/Rough Draft - Create a minimum of five thumbnail concepts. Choose the best concept and create a tighter draft.

Critique - Class critiques of concepts will lead to final design solution.

Final Presentation - Students will present final concepts. They will explain concept as related to research and design choices.

Final Project Presentation:

Printed final version of project.

Create digital versions uploaded to class site.

Create a project casebook highlighting the design process for this project: research, sketches, reference etc.

Students will present concepts.

Explain research and concept as related to research and design choices.

Students will be evaluated for their skills in:

Concept, design execution, presentation, production and following the project guidelines.

Project 4: Typography In Motion

Students will design a short animated typographic concept for a short quotation.

The animation will typographically illustrate the quotation and be 15 - 60 seconds in length.

1. Storyboard – The first step rough sketch or storyboard a sequence of panels showing main steps.

2. Create Digital Assets – Create the artwork for the steps to be animated.

3. Production -- Use InDesign or an Animated GIF in Photoshop.

Students Will Follow a Specific Design Process:

Creative Brief - Develop a creative brief that outlines goals & objectives and audience.

Research & Discovery - Create a project folder with research, sketches reference and related items. Create electronic casebook file with sketches, show research, reference etc.

Sketching and Conceptualizing - Do a brainstorming activity generating ideas for design concept. Using research, graphic and conceptual sources, begin designing.

Design Process/Rough Draft - Create a minimum of five thumbnail concepts. Choose the best concept and create a tighter draft.

Critique - Class critiques of concepts will lead to final design solution.

Final Presentation - Students will present final concepts. They will explain concept as related to research and design choices.

Final Project Presentation:

Create an animated GIF uploaded to class site.

Create a project casebook highlighting the design process for this project: research, sketches, reference etc.

Students will present concepts.

Explain research and concept as related to research and design choices.

Students will be evaluated for their skills in:

Concept, design execution, presentation, production and following the project guidelines.

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Projects

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Project #5: Website Homepage layout "2427" Eats Booklet
Student will design static website homepage design using InDesign based on the 2427 Restaurant Guide publication. Design principles such as grid, calls to action, alignment, proportion, working with type for web will be discussed.
This page will promote the "2427 Eats" publication and content.
Students will use typography design as main tool to present layout online.

Students Will Follow a Specific Design Process:
Creative Brief - Develop a creative brief that outlines goals & objectives and audience.
Research & Discovery - Create a project folder with research, sketches reference and related items. Create electronic casebook file with sketches, show research, reference etc.
Sketching and Conceptualizing - Do a brainstorming activity generating ideas for design concept. Using research, graphic and conceptual sources, begin designing.
Design Process/Rough Draft - Create a minimum of five thumbnail concepts. Choose the best concept and create a tighter draft.
Critique - Class critiques of concepts will lead to final design solution.
Final Presentation - Students will present final concepts. They will explain concept as related to research and design choices.

Final Project Presentation:
Printed final version of project.
Create digital versions uploaded to class site.
Create a project casebook highlighting the design process for this project: research, sketches, reference etc.
Students will present concepts.
Explain research and concept as related to research and design choices.

Students will be evaluated for their skills in:
Concept, design execution, presentation, production and following the project guidelines.

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Open Educational Resources (OER)
This course utilizes Open Educational Resources (the Course OpenLab site) which provides relevant readings, content typographic resources.

https://openlab.citytech.cuny.edu/desantis-typographic-design3-2427-d212-fall2018/

Suggested Readings
The Elements of Typographic Style: Version 4.0:
20th Anniversary Edition 4 Anv Edition
by Robert Bringhurst, Hartley Marks Publishers; (2013)
ISBN-10: 0881792128   •   ISBN-13: 978-0881792126

Stop Stealing Sheep & Find Out How Type Works
Erik Spiekermann
ISBN-13: 978-0201703399 • ISBN-10: 0201703394

Making and Breaking the Grid:
A Graphic Design Layout Workshop Paperback
by Timothy Samara Rockport Publishers
ISBN-10: 1592531253   • ISBN-13: 978-1592531257

Thinking with Type: A Critical Guide for Designers, Writers, and Editors by Ellen Lupton
ISBN-10: 1568989695 •ISBN-13: 9781568989693

Designing with Type
by James Craig, Rene Korol Scala
ISBN-13: 978-0823014132 • ISBN-10: 0823014134

Typographic Design: Form and Communication
Rob Carter, Meggs, Day, Maxa, Sanders   2014
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Class Pintrest Folder: http://pin.it/E4DR9tg

Class Google Drive:
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Organizations
The Type Directors Club
https://www.tdc.org/

Association Typographique Internationale
https://www.atypi.org/

Society of Publication Designers
www.spd.org/

AIGA Design Archives
www.aiga.org

Type Design Resources
Typewolf
Typography inspiration.
https://www.typewolf.com/

Type Conection curated type resources
http://www.typeconnection.com/resources.php

Fonts in Use
An archive of fonts in use in the real world.

Typographica
http://typographica.org/

typetoken
 http://www.typetoken.net/

Type for you
http://www.typeforyou.org/

Linotype 'Font" Magazine
https://www.linotype.com/7/font-magazine.html?PHPSESSID=4af5a70553ed41bcd7802429a0ee3ca1

Grain Edit ⬚
http://grainedit.com/
Blog on classic design work 1950s-1970s

Incredible Types
http://incredibletypes.com/
Curated collection of nice typography, mostly print work.

Typeverything
http://typeverything.com/
Hand lettering inspiration.

The Book Cover Archive
http://bookcoverarchive.com/
Archive of 1300+ book covers

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Fonts
www.1001freefonts.com
http://www.fontspace.com/
https://www.fontshop.com/fontlists/
http://www.dafont.com/

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Font Identification
WhatTheFont
Upload an image and it tells you the name of the font
https://www.myfonts.com/WhatTheFont/

Type Sample
Install this bookmark let to identify and save samples of web fonts.
http://www.typesample.com/

WhatFont Tool
Easily identify any web font using this bookmarklet.
http://www.chengyinliu.com/whatfont.html

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Tools
InDesign Tips
http://pin.it/fa9g8wz

FontReach
Displays font usage data from the top one million websites.
http://www.fontreach.com/#

Typography Cheatsheet
Comprehensive guide to using proper typographic characters, including correct grammatical usage.
https://www.typewolf.com/cheatsheet

Kern Type
Practice your kerning and see how you compare to experts.
type.method.ac

Type Connection
A typographic dating game that helps you pickfont combinations

Wordmark.it
Displays preview text using all the fonts installed on your system.

Stock photos free
https://unsplash.com
https://pixabay.com/
www.pexels.com

Art Sources:
www.cgtextures.com
https://openclipart.org
www.vectorportal.com
www.vecteezy.com

Recommended Reference:
Design Annuals:
Graphis
AIGA Annual
Art Directors Club Annual
Type Directors Club Annual
Magazines:
Print
Communication Arts
How
Fortune

www.creativeadawards.com
www.theinspiration.com
www.welovead.com
fromupnorth.com
www.creativity-online.com

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Week 1: Introduction
- Lecture: Class Intro / About class

Classwork Assignment:
- Type challenge 1

Homework Assignment:
- Type Research: Bring in four examples of good and bad
  logotype concepts

Week 2: Logotype
- Lecture:
- Project 1 Overview: Your logotype branding

Classwork Assignment:
- Type challenge 2

Homework Assignment:
- Project 1 work on your logotype bring in 10 concept
  sketches
- Type Research: font choices you used

Week 3: Poster Design
- Lecture: Project 2 Typography poster design intro
- Project 1 critique/review

Classwork Assignment:
- Refine Project 1

Homework Assignment:
- Project 2: Design/Research
  refined sketch of poster concept
  - Type Research:

Week 4: Book Design
- Lecture: book design - Lecture
- Project 4 review

Classwork Assignment:
- Type Challenge: 3 layout
- Type Research: Book page layout two good two bad
  examples

Week: 5: Book Design Continued
- Lecture: intro book design, grid and layout examples of
books and paper choices

Classwork Assignment:
- Type Challenge: Initial caps

Homework Assignment:
- Book layout. Start mockups. Create 2 sample pages for
book. (text and chapter opener)
Take to consideration, specs
- Type Research: Copy development for your book

Week 6: Continue Working on Books
- Lecture Book design/Style sheets
- review - Book layout
What are style sheets?

Classwork Assignment:
What is the difference between Character and Paragraphs
style sheets.
How to create Style sheets
How to apply style sheets

Homework Assignment:
Refine book page layout
Create 2 different styles for the text of book.
Copy development for your book

Week 7: Creating Saddle Stitched Book
- Lecture - Creating booklet

Classwork Assignment:
Specs
20-page saddle stich booklet
Printed on both sides
Researching for art relevant to the story

Homework Assignment:
Refine book page layout
Refine styles for the text of book.
Copy development for your book

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Week 8: Master Pages

- style sheets
- Linked text

Classwork Assignment:

How to create master pages, and link all text
Review How to create and apply style sheets

Homework Assignment:

Create actual book document, place all text (linked), create and apply style sheets
Use master pages for guides and folios

Week 9: Printing and Binding

Classwork Assignment:

How to print spreads
How to create a saddle stitch book (demonstration)
Paper and cover stock choices

Homework Assignment:

Print and bind books

Week 10: Imposition

Classwork Assignment:

How to create a "dummy"
How to do an imposition
Cover design

Homework Assignment:

Dummies and file imposition completed for next week

Week 11: Final Books Due

Classwork Assignment:

Students present books to class

Homework Assignment:Project 4 motion typography

Week 12: Motion in Typography

- Lecture: Project 4 motion typography Animated Gif
- Project 5 Intro

Classwork Assignment:

Type In Motion revisions during class

Homework Assignment:

- Project 4
- Type Research: Find examples of motion typography

Week 13: Web Grids & Layouts

- Lecture: Grids and layouts

Classwork Assignment:

- Refine motion typography concepts animated gif in class

Homework Assignment:

- Project 4: Refine Motion type project.
- Type Research: web fonts from list of sites given select
  two type families

Week 14: Webpage grids

- Lecture: Website Grids and layouts
- Project 5 Website design review

Classwork Assignment:

- website grid layout work InDesign

Homework Assignment:

- Project 5 Website design
- Type Research: web design grid

Week 15: Last Class

Class review