NEW YORK CITY
COLLEGE OF
TECHNOLOGY

THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF COMMUNICATION DESIGN

Course Syllabus

COMD1127 Type and Media - Sec. D036 Spring 24

In Person
Mondays & Wednesdays • 11:30 AM - 2:00 PM • Room P-112

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

Office Hours: Mondays & Wednesdays • 11:00AM-11:30AM •Room P-112

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 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:

Define and describe five families of type and their visual characteristics (Old Style, Transitional, Modern, Egyptian, San Serif). Define and describe other categories of type families such as display and novelty fonts.

Define and describe critical components of type anatomy (baseline, meanline, capline, serifs, ascender, descenders, counters, others).

Describe variations of type structure (bold, italic, condensed, extended)

Utilize typographic grid components (trim size, margins, columns, gutter) and assemble a grid using specific software.

Utilize variation in type alignment (FL/RR, FR/RL, Centered, Justified, Force Justified).

Design with space around type, and how it affects legibility (leading, kerning, tracking).

Understand and utilize terminology and procedures for Adobe InDesign in order to comprehension basic and correct usage complete assignments and participate in class of computer graphics such throughout the discussions.

Create and edit elements of a document according to specifications by using Adobe InDesign.

ASSESSMENT
Evaluation methods and criteria:
Students will:

Students will demonstrate competency through written test and selection of typefaces for assignments.

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Students will demonstrate competency through written test and preparations of class projects using InDesign, Illustrator, After Effects Dimensions and Photoshop

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Students will demonstrate comprehension basic and correct usage of computer graphics such throughout the course in class participation and on written assignments.

Students will demonstrate practical skills in to preparing page layouts.

Grading
40% -- Main projects and their presentations
30% -- Assignments /homework
30% -- Class Participation/in class work

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Course Description:
Foundation course in typography with emphasis on using type for a multiple of industry related applications ranging from print to interactive. Students are introduced to principles of type design and terminology including: variations of type structure, anatomy, font usage, grid, leading, kerning, tracking and alignment

Credits / Hours: 1 cl hr, 5 lab hrs, 3 cr

Section Number: D036

Pre/Co-requisites:
CUNY proficiency in reading, writing and mathematics or concurrent enrollment in ENG 092R, ESOL 022R or 032R; ENG 092W, ESOL 021W, or ESOL 031W; MAT 0630 or MAT 0650 as required

Class Meetings
IN PERSON: Mondays-Wednesdays11:30 AM - 2:00 PM
Room P-112

Office Hours:
Mondays & Wednesdays • 11:00AM-11:30AM
Room P-112

Faculty Information

Professor: John De Santis

Contact Information

Email: jdesantis@citytech.cuny.edu

Teaching/Learning Methods

Lectures
Readings
Demonstrations
Assignments
Discussions

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General Education Outcomes
General Education Outcome covered:
Thinking Critically The student will demonstrate the ability to evaluate evidence and apply reasoning to make valid inferences.

Social Interaction The student will demonstrate an understanding of professional ethics.

Lifelong Learning The student will demonstrate an awareness of resources for continued lifelong learning.

Utilize typographic grid components (trim size, margins, columns, gutter) and assemble a grid using specific software
.
Information Literacy The student will demonstrate the ability to find proper resources. The student will demonstrate the ability to formulate relevant queries.

How the outcome is covered::
Students will develop their critical thinking by participating in class critiques, applying standards learned in class to their own work and that of classmates

Students will learn about professional ethics through discussion in class.

Students will be directed towards resources and techniques of research they can use as references throughout their careers

Students will develop familiarity with professional resources and be expected to learn from them in a relevant fashion.

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Projects/Assignments:

Three projects with multiple components (subject to change). Live 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 OpenLab site as per instructions. No grade will be given if this is not done.

All course materials; projects/assignments will be on OpenLab site. Projects some assignments will be uploaded to OpenLab/printed out You need to create a post for assignments and projects to insert images or PDF files into.

It is critical you name your post correctly "lastname_firstname_assignment name"

It is critical you name you files correctly ALL files PDF or jpg should start with "lastname_firstname_assignment name

Attendance & Lateness Policies:

The COMD BFA and AAS are design studio programs. In-class activities and engagement with other students is a significant portion of the course.

Absences of 10% of total class hours (four classes) will result in a 10% drop from your grade due to an inability to meet deliverables of participation.

This is in addition to other penalties that will be imposed for failure to complete academic requirements.

No more than four class absences will be tolerated.

It is expected that you will be ready to work at the start of each period.

Any 2 latenesses will be considered to be equal to 1 absence.

Assignment and Project Deadlines and Assessments:

Deadlines are work to be upload by 11:59PM the day before class If you will not be able to present or hand in a project on the scheduled due date, it is your responsibility to notify the instructor BEFORE the due date.

Late assignments and projects will only be accepted up to one class after the deadline.

Grading will start with "85" for assignments that are handed-in late. Assignments after a week late will be marked with 0%/F grade.

If you will be submitting late work you must email me.

In the email subject "Late assignment name, your name, due date".

In the email insert the assignment name/due date, link to upload, and the date it was submitted.

Activities/in class type challenges etc., are to be completed during the allotted class time. Work submitted after deadline or if you miss class, will result in a 0 unless specified by instructor.

Grading
40% -- Main projects and their presentations
30% -- Assignments /homework
30% -- Class Participation/in class work

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

Materials:

Computer with internet access and Adobe CC.
Cloud storage and Flash drive (any storage for your files)
Sketchbook for notes, ideas, process / pencils
Approximately $40 -$60 misc expenses (cloud, printing, art materials, etc)

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Class Meeting times
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Office Hour Mondays & Wednesdays
11:00AM-11:30AM

Open Educational Resources (OER)
This course utilizes Open Educational Resources (the
Course OpenLab site) which provides readings, content
typographic resource and Blackboard for grading.
The OpenLab is City Tech's open online community. You
need to use their City Tech email to join.

Class Pintrest Folder: http://pin.it/E4DR9tg

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Required Reading

**Thinking with Type: A Critical Guide for Designers,
Writers, and Editors** by Ellen Lupton
ISBN-10: 1568989695 •ISBN-13: 9781568989693
http://thinkingwithtype.com/

ONLINE AT CITY TECH Library
https://ebookcentral.proquest.com/lib/citytech-ebooks/detail.action?docID=3387329

Citytech Library link: Use your barcode LIB number
https://login.citytech.ezproxy.cuny.edu/login?qurl=http%3a%2f%2fcitytech.ezproxy.cuny.
edu%2febrary%2fcitytech-ebooks%2funauthorized%26url%3dhttps%253A%252F%252Febookcentral.proquest.
com%252Flib%252Fcitytech-ebooks%252FshowSharedBookshelfFolder.action%253FsKey%253Da3738440dcab46

3595168762e1d1ff7e%2526tm%253D1526328635096

Other Suggested Texts Not Required:

A Type Primer
John Kane, 2nd Edition
9781856696449
http://www.atypeprimer.com/

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

Typographic Design: Form and Communication
Rob Carter, Philip B. Meggs, Ben Day, Sandra Maxa,
Mark Sanders   2014 • ISBN: 978-1-118-71576-5

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

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

Depero Futurista : 1913-1927 / Dinamo-Azari.
by Fortunato Depero 1892-1960
online: http://www.boltedbook.com/

The New Typography: A Handbook for Modern Designers
by Jan Tschichold

Used Book Sites
https://www.thriftbooks.com/
http://www.valorebooks.com/
https://www.alibris.com/
http://www.strandbooks.com/
https://www.abebooks.com/

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Project 1: The Type Book:
Create multi page booklet with Typographic Exercise: Anatomy/Classification/Variations/Leading (Line Height),
Kerning and Tracking (word space)- including type on a path/Alignment, Basic Grid, Binding, Intro to InDesign
 Upload a PDF to the course site

Project 2: Branding: Expressive / Type Creative Solution
Expressive Type: Communicating the meaning of a word via typography
Expressive Lettering:
An illustrative solution without using a font or typeface
Experiment with type composition and color
Experiment with 3D and material in Illustrator
Create type solution - logo type - branding
Apply it to packaging and Augmented Reality
Adobe Illustrator/Dimensions Photoshop

Project 3: Posters and Animated Typography: Visual Hierarchy, The Typographic Grid and After Effects /Kinetic Type.
Students design a series of posters and Type in Motion
The Typographical Grid
Visual Hierarchy (pt. size, SCALE, Placement, Alignment, Color, Variations, Compositions)
Color and Texture (Color and legibility/ Foreground-Background relationship)

Found Alphabet Typography
Students will accumulate a library of images of all the letters of the alphabet,and numbers 1-9.
1. Create a document and print out at end of semester
2. Create an OpenLab page upload 2 images weekly and comment on at classmates images.

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 Project Presentation:
Create digital versions uploaded to class site.
Create a project casebook highlighting the design process for this project: research, sketches, reference etc.
Students will be evaluated for their skills in:
Concept, design execution, presentation, production and following the project guidelines.

Student Work Samples
=Instructor reserves the right to keep reproductions of student work samples to feature on their professional website, as part of their teaching portfolio, and to illustrate points for future classes.

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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=4af5a70553ed41b-cd7802429a0ee3ca1

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

Incredible Types
http://incredibletypes.com/

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

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

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 charac-
ters, 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 combi-
nations

Online Publications

IADDB Digitized issues of historic design publications
https://iaddb.org/magazines-journals
https://magazines.iaddb.org/periodicals

Ver Sacrum 1898-1903 All Issues (120)
https://www.belvedere.at/bel_de/forschung/bibliothek

Wendingen (Dutch: Inversion or Upheaval) architecture art
magazine from 1918 to 1932
https://magazines.iaddb.org/periodicals/WEN
https://magazines.iaddb.org/periodicals/WE

Champ Fleury by Geoffry Tory
https://ia800500.us.archive.org/15/items/champfleuryauque00tory/champfleuryauque00tory.pdf

The Morgan Library & Museum Gutenberg Bible
https://www.themorgan.org/collections/works/gutenberg/page/2

The Book of Kells
https://digitalcollections.tcd.ie/home/index.php?DRIS_ID=MS58_003v

Mira calligraphiae monumenta Getty museum
http://www.getty.edu/art/collection/objects/1487/joris-hoefnagel-and-georg-bocskay-mira-calligraphiae-
monumenta-flemish-and-hungarian-fols-1-129-written-1561-1562-illumination-added-about-1591-1596/

Beatus of Facundus (1047) Biblioteca Nacional De España
http://bdh-rd.bne.es/viewer.vm?id=0000051522

Giambattista Bodoni Manuale Tipografico
http://bibliotecabodoni.net/libro/manuale-tipografico-1

Free Bauhaus
https://monoskop.org/Bauhaus

De Stijl Magazine
http://ubu.com/historical/de-stijl/index.html

Jugend
https://digi.ub.uni-heidelberg.de/diglit/jugend
select preview mode
PM
https://magazines.iaddb.org/periodicals/PM

El Lissitzky
Arp Hans Die Kunst men
https://monoskop.org/images/5/5f/Lissitzky_El_Arp_Hans_Die_Kunstismen_1914-1924.pdf

Stenberg Brothers
https://www.moma.org/documents/moma_catalogue_250_300063174.pdf
https://www.cinematerial.com/artists/stenberg-brothers-i918

NEUE GRAFIK-NEW GRAPHIC DESIGN-
GRAPHISME ACTUEL
http://tariqdesign.blogspot.com/2017/11/new-graphic-design-july-1959.html

Harper's Bazaar; New York Public Library 1867- present
https://search-proquest-com.i.ezproxy.nypl.org/harpersbazaar/publication/2035995/
citation?accountid=35635

Cover Junkie: Harper's Bazaar covers (old and new)
https://coverjunkie.com/magazines/harpers-bazaar/#harpers-bazaar+p:4

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Magazine Covers Evolution:

http://guity-novin.blogspot.com/2013/03/a-history-of-magazine-covers.html

A Designers Art Paul Rand
https://monoskop.org/images/3/35/Rand_Paul_A_Designers_Art.pdf

Words on Design Paul Rand- Steven Heller
https://www.hellerbooks.com/pdfs/catalogs_rand_designers_words.pdf

Avante Garde
http://avantgarde.110west40th.com/

Eros
http://eros.110west40th.com/

Emigre Magazine
https://www.emigre.com/Magazine

Graphis Publications
http://www.graphis.com/archives

art and design magazine archives
https://magazines.iaddb.org/periodicals
https://magazines.iaddb.org/periodicals/GR

Modernist Magazines
http://modernistmagazines.org/10-2/

Saul Bass
https://www.artofthetitle.com/designer/saul-bass/

Pulp Magazines
https://archive.org/details/pulpmagazinearchive

NYPL books art online
https://digitalcollections.nypl.org/collections/lane/book-art-and-illustrations

Avante Garde Moderist Periodicals in multiple languages
https://monoskop.org/Avant-garde_and_modernist_magazines

A.M Cassandre
https://www.cassandre-france.com/gallery

The Morgan Library & Museum Gutenberg Bible
https://www.themorgan.org/collections/works/gutenberg/page/2

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:

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