Type & Media
COMD 1127 Section LC46 Fall 2018

Course Description
Maximum Credits: 3
Hours per week: 2 classroom, 4 lab

This is a foundation course in typography with emphasis on using type for a range of industry related applications 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.

FYLC Course
Communication Design & English

The Shape of Language
This class is paired with Professor Schmerler's English Composition 1, ENG 1101 as part of a learning community. This learning community is an engaging and lively exploration that unites the structure of words and the meanings behind them. Students investigate the historic evolution of the written word and the nuanced details that have come to form the basis for excellence in typographic design. This course collaboration inspires students to find the right words to express their thoughts and communicate them with clarity and beauty.

Prerequisites

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

Instructor

M. Genevieve Hitchings
Email: mhitchings@citytech.cuny.edu
Office Hours: Tuesdays 1:30-2:30PM (Room N1127)
and Thursdays 5:00-6:00PM (Room P-111)

Class Meeting Time

Tuesdays: 2:30pm – 5:00pm and Thursdays: 2:30pm – 5:00pm
Room P-111

Teaching/Learning Method

Lectures & Demonstrations
Readings, Discussions, Critique and Assignments
Tests and quizzes
Show and Tell – happenings within the field (websites, magazines, nyc)
Review homework – I will collect digital assignments via 'Dropbox'
In-class critique of work – provide feedback
In-class lab time to work on assignments
Everyone must sign-up for OpenLab: https://openlab.citytech.cuny.edu

Class Website

You can access the class website via City Tech's OpenLab:
https://openlab.citytech.cuny.edu/hitchingscomd1127fa2018/

Recommended Texts

A Type Primer by John Kane (there is a copy on reserve in the library)

Thinking with Type by Ellen Lupton (and the website -- http://www.thinkingwithtype.com/. Use it for reference and I will refer to it in class).

Attendance (College) and Lateness (Department) Policies

Attendance is taken and is important to success in this class. Both absences and arrival more than 15 minutes after the start of class will be marked. If excessive, the instructor will alert the student that he or she may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower

grade.

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.

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. I also reserve the right to keep samples of your work to feature on my professional website, as part of my teaching portfolio, and to illustrate points for future classes.

Class Policies

1. If you miss a class, or know you will be missing a class, you <u>must</u> send me an email. You must use your City Tech email for all school business.
2. Keep and backup all the exercises and projects that you have created throughout the semester.
3. You are expected to keep up with the class blog (www.artorium.com/instruction).
4. You will be penalized for late work; typically one point for each day you are late.
5. Any missed assignments will earn a zero. No partial credit will be given.
6. Do not use any form of social media or texting during class. I reserve the right to reject you from class and give you an absence for the day.
7. Respect your classmates as you would be respected.
8. There is no food or drink allowed in the labs.
9. When you address your email to me, please write the subject line as follows: COMD 1127 [Your Name]
10. There will be no make-ups for those who miss any classes, quizzes, or the final project.
11. You have the option to revisit earlier projects and revise them based on original comments. If you feel you can improve your grade, this is your opportunity.
12. If you will not be able to present or hand in a project on the scheduled day, it is your responsibility to notify me PRIOR to the due date and request alternate arrangements.
13. Points will be deducted from your project grade for missed critiques.
14. Late or missing work due to technological malfunctions such as a failed computer or flash drive will not be excused.

Required Supplies
You must buy these materials in order to successfully complete the first major set of exercises. No exceptions.

I suggest you shop at Utrecht as they have all of these supplies at the prices (or close to) I list below:

1. Pigma Micron Pen, Black -- Utrecht Price $2.32
Tip widths vary, so choose to your liking. I would get 2-3 in varying widths.
2. X-Acto Precision Knife -- Utrecht Price $4.19
3. Ruler, Stainless Steel, 12 inches -- Utrecht Price $5.99 - $7.99
Make sure there is cork on the back!
4. Tracing Paper Pad, 9x12" -- Utrecht Price $4.05
5. General Pencil No.2 Graphite Drawing Pencil -- Utrecht price $3.25

Also required

7. Journal (part of class participation) A sketchbook of your choice to store your Journal entries, take notes, collect inspiration
8. Compatibility and printing: All students are responsible for checking compatibility between computers, applications and their versions, and for saving, storing, and printing their work.
9. Flash/ USB (min 2GB drive) to store your work. I recommend backing up on an additional flash drive and/or in an online storage account such as Dropbox or Google Drive. DO NOT try to email work to yourself. The design files make this very complicated.

Deliverables
(Main projects and assignments)

Journal – Sketchbook/ Scrapbook: An informal collection of clippings, images, and personal observations of real world typography: you will be asked to write several short pieces about your observations and provide relevant visual samples.

Type Manual Booklet - Your personal typography manual, constructed in InDesign: it illustrates fundamental typographic principles in a way that will hopefully be meaningful to you beyond this semester.

Poster Design - Students will create a poster using primarily typography to promote an event. Emphasis should be placed on 'hierarchy of information' and content should be organized within an invisible grid.

Visual Poetry Booklet - Here you will further explore the abstraction of typography as a design element and continue to work on readability and legibility of type in layout design.

Grading

60% -- Main projects and their presentations
20% -- Tests
20% -- Participation/Journal

For the successful completion of this course, students should be able to:	Evaluation methods and criteria
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.	Students will demonstrate competency through written test and selection of typefaces for assignments.
Define and describe critical components of type anatomy (baseline, meanline, capline, serifs, ascender, descenders, counters, others), and variations of type structure (bold, italic, condensed, extended)	Students will demonstrate competency through written test and selection of typefaces for assignments.
Utilize typographic grid components (trim size, margins, and columns, gutter) and assemble a grid using specific software.	Students will demonstrate competency through written test and preparations of class projects using InDesign.
Utilize variation in type alignment (FL/RR, FR/RL, Centered, Justified, Force Justified).	Students will demonstrate competency through written test and performance of assignment specifically dealing with this topic.
Design with space around type, and how it affects legibility (leading, kerning, tracking).	Students will demonstrate competency through written test and performance of assignment specifically dealing with this topic.
Understand and utilize terminology and procedures for Adobe InDesign and create and edit elements of a document according to specifications.	Students will demonstrate practical skills in to preparing page layouts.

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	Topical Outline – (Outline may be adjusted as semester progresses. Students will be notified.)			
Week	**Date**	**Lecture Topic**	**Class and Lab Work**	**Homework Assignment**
1	Tuesday 8/28	**Introduction** — objectives and policies of the class, file system, use of OpenLab Google Drive, and Dropbox and CityTech email access • History of Letterform • How we read – Legibility vs Readability • Biographical Name Tags	**Biographical Name Tag** • Students pair up and make name tags for each other, and try to best portray classmates using expressive lettering. • Students then introduce each other and describe what they were trying to convey with the lettering they drew.	• Become familiar with content on the class website • Purchase required materials • Sign-up for OpenLab, accept invitation to class site • Visit G600 • Take a photo of yourself with your name tag and upload it to dropbox class folder • Choose a designer for in-class presentation (see handout)
	Thursday 8/30	**Anatomy of Letterform Introduction to Software** Intro to InDesign • Creating a new document • Rulers and measurement • Text boxes Intro to Font Book • How fonts work digitally	• InDesign - Look at the new document options and change from defaults • Open Font book and load a few typefaces • Get familiar with InDesign and its tools: change typefaces, fonts, size, etc. • Anatomy of letter tracing exercise: Serif vs. SansSerif	**Type Journal** Finish in-class tracing exercise and paste into journal. Label all parts of the 2 single letters
2	Tuesday 9/4	**Centuries of Type** – • History of Type & the Development of the Written Language • Type Styles and Categories • Typefaces vs. Fonts, • Families, Variations	• Draw select letters from the 5 main families of type by tracing. (The letters will be provided.) • Trace selected letters of alphabet • Create a single word on a clean sheet.	**Type Journal** Take 20-30 pictures of type in your neighborhood, write a 1 page paper on what that typography tells you about your neighborhood, print it and add to type journal.

				Type Journal Finish class work
	Thursday 9/6	**Centuries of Type –** Continued	Class work continued	**Type Journal** Finish class work
3	9/11	No Class		
	Thursday 9/13	**Intro Project 1:** **Type Manual Booklet** - Your personal typography manual, constructed in InDesign. See handout for project specs and details. Choose a performer/ famous person/fictional character who will be used for the Type Book assignment InDesign • Working with a grid • Rules and Strokes • Baseline grid • Margins • Bleeds • Gutters	**Type Manual** Set up (see handout and template)	**Type Journal** Search for examples of actual typefaces and their specific use. Find examples of work that use typefaces belonging to each of the 5 families of type. Print, label and paste into your book.
4	Tuesday 9/18	**Type—Understanding and Controlling Space** • Working in InDesign • Palettes, Menus, Text Boxes, Pages, etc.	**Comping Type** **Type Manual** Exercise 1: Anatomy	**Finish classwork**
	Thursday 9/20	**Readability vs Legibility** • Rules & Breaking Rules in Layout Design • Leading (line spacing), • Kerning • Alignment • Paragraph Spacing	**Type Manual** Exercises 2: Families of Type • InDesign: comp 5 different layouts using 5 different type styles, each with a unique alignment. See handout for specs and details. **In-class presentations begin** (presentations will always take place on Thursdays)	**Finish classwork** **Type Journal** Collect images of bad kerning (not from internet – take photos from observations). Find 3 examples of varied leading (tight, comfortable, and loose).
5	Tuesday 9/25	**Variations in Type** • Choosing Typefaces • Type Foundries • InDesign Multi page documents • Working with Font Book	**Type Manual** Exercises 2 continued	**Finish classwork** **Type Journal** • Find examples of a lightface immediately placed after a bold face or vice versa • Regular and italics on the same paragraph. • Examples of the five different kinds of alignment discussed in class.
	Thursday 9/27	**Fundamental concepts of composition** • Negative & Positive Space	**Type Manual** Exercises 3: Variations in Type InDesign: Interactivity	**Finish classwork** .

		• Foreground & Background • scale, balance, tension/harmony, contrast, form, structure rhythm, drama	**Positive and Negative Space** An exercise with the focus on positive and negative space. Print, cut and glue stacked letters to create a collage with the focus on letterforms and positive and negative space.	
6	Tuesday 10/2	**Alignment within Layout Design** FL/FR/C/J/FJ	**Type Manual** Exercises 3: Type of Alignments	**Finish classwork**
	Thursday 10/4	**Tracking, Leading and Kerning** InDesign	**Type Manual** Exercises 4: Leading, Tracking and Kerning	**Finish classwork**
7	Tuesday 10/9	**Breaking with the Baseline** InDesign • Baseline Grid • Type on a Path: Smooth, Curved, Circular	**Type Manual** Exercise 5: Type on a Path	**Finish classwork** **Type Journal** Find examples of Loose and tight tracking Type on a path
	Thursday 10/11	**Dos and Don'ts** • No distortion! • Color and Legibility • Problems affecting legibility	**Type Manual** Exercise 6: Color and Legibility	**Finish classwork** **Type Journal** Find examples of • Loose and tight tracking • Type on a path
8	Tuesday 10/16	**Visual Hierarchy** • What is a visual hierarchy? • How does visual hierarchy impact communication?	**Type Manual** Exercise 8: Visual Hierarchy • Pull Quotes •	**Finish classwork** **Study for Mid-term**
	Thursday 10/18	**Mid-term** **Typographical Grid** and all elements • 1 grid+ many layouts • Review of all the ways in which class has used the same grid • Variation in layouts • Establishing the difference between a grid and a layout	**Type Manual** Exercise 9: The Grid • Create eight layouts using the same grid • For these layouts use just boxes— not actual text. • Instructor will select one of these layouts and then actual text will be positioned. • Have some sort of non-page comparison ready to explain the use of the grid in layout design	**Finish classwork** **Type Journal** • Color conflicts! Foreground (type) vs. background (photo, art, or solid) relationships • Find an ad, or page and number its components based on the elements of visual hierarchy explained in class
9	Tuesday 10/23	**Type Manual Assembly** • How to put a book together • How to prepare a book which will contain all of	**Type Manual** Critique Complete, Review and Print	**Type Manual** Final Edits

		each student semester's work • Paper, cover and binding choices will be discussed		
	Thursday 10/25	**FIELD TRIP** **DUE Type Manual**	**FIELD TRIP**	
10	Tuesday 10/30	**Project #2 Introduced Poster Design** Students will create a poster using primarily typography to promote an event. Emphasis should be placed on 'hierarchy of information' and content should be organized within an invisible grid. **Rules & Breaking Rule**s in Layout Design	**Poster** • Research example posters • Sketch ideas and present three concepts. • Set-up document and begin to assemble and experiment with possible typefaces. **Type Journal** Look at ads, magazines, posters, book covers, and others examples that have typography as a main component. Choose something that you are attracted to, and explain why.	**Finish classwork** • Sketches • Assemble relevant imagery and content.
	Thursday 11/1	**Poster Design**	**Poster Sketches**	**Finish classwork**
11	Tuesday 11/6	**Poster Design**	**Poster Content**	**Finish classwork**
	Thursday 11/8	**Poster Design**	**Poster Draft 1** Critique	**Finish classwork**
12	Tuesday 11/13	**Poster Design**	**Poster Design**	**Finish classwork**
	Thursday 11/15	**Poster Design**	**Poster Draft 2** Critique	**Poster** Final Edits
13	Tuesday 11/20	**DUE Poster** Printed and Digital versions **Project #3 Introduced** **Visual Poetry Booklet** An accordion bound booklet, three page spread, for a piece of music (of your choice, music must contain lyrics). The booklet will consist of the lyrics and must visually capture the mood of the song. Emphasis will be placed on typography. Your goal is to effectively use typography as both a means of capturing the mood of the song as well as communicating the text. (You are discouraged from using photography.)	**Visual Poetry Booklet**	**Finish classwork**
	Thursday 11/22	**Visual Poetry Booklet**	**Visual Poetry Booklet** Content	**Finish classwork**

14	Tuesday 11/27	**Visual Poetry Booklet**	**Visual Poetry Booklet** Sketches	**Finish classwork**
	Thursday 11/29	**Visual Poetry Booklet**	**Visual Poetry Booklet** Layout and grid options	**Finish classwork**
15	Tuesday 12/4	**Visual Poetry Booklet**	**Visual Poetry Booklet** Draft1 Critique	**Finish classwork**
	Thursday 12/6	**Visual Poetry Booklet**	**Visual Poetry Booklet** Draft2 Critique	**Finish classwork**
16	Tuesday 12/11	**Visual Poetry Booklet**	**Visual Poetry Booklet** Draft3 Critique	**Visual Poetry Booklet** Revisions
	Thursday 12/13			
17	Tuesday 12/18	**Visual Poetry Booklet** Critique	**Visual Poetry Booklet** Print and production	**Visual Poetry Booklet** Final edits
	Thursday 12/20	**Final Exam** **DUE Visual Poetry Booklet**		