



ADV 1167

Type & Media

Course Description

Maximum Credits: 4
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.

Prerequisites

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

Instructor

Professor Perlow
Email: p.perlow@earthlink.net
212-874-1916

Teaching/Learning Method

Lectures
Readings
Demonstrations
Assignments
Tests and quizzes
Open Lab site

Required Class Website

Class website: <https://openlab.citytech.cuny.edu/perlowad11672014/>

Recommended Text

Thinking With Type by Ellen Lupton
InDesign Visual Quickstart Guide by Sandee Cohen

Attendance (College) and Lateness (Department) Policies

A class roster roll will be taken at the beginning of each class. **Only three absences may be allowed. After three absences, a student may be withdrawn because of unsatisfactory attendance (code WU).** Students arriving after the roll is taken will be marked "late."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 six 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= 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).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

- Final project and their presentation..... 20%
- Student Show Project & Participation)..... 20%
- Tests..... 20%
- Weekly assignments/Participation/Journal..... 40%



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—they will only be used as supporting evidence for my research. I also reserve the right to keep samples of your work in order to illustrate points for future classes.

- Class Policies**
- No late work will be accepted. You must submit work by the beginning of the class in which it is due.
 - Any missed assignments will earn a zero. No partial credit will be given.
 - Do not use any form of social media or texting during class. If you are so distracted, 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 to me, please write the subject line as follows: *ADV 1167 [Your Name]*
 - There will be no make-ups for those who miss any classes, quizzes, or the final project.
 - Students have the option to revisit earlier projects and revise them based on original comments. I am a big believer in redemption through iteration.
 - If a student finds he will not be able to present or hand in a project on the scheduled day, it is his responsibility to notify the instructor PRIOR to the due date and request alternate arrangements. Points will be deducted from your project grade for missed critiques.
 - **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

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

- Speedball Lino Assortment Set..... Utrecht Price \$12.41
- 1 (4" x 6") block Speedball Speedy Carve Block Utrecht Price \$5.49
- Utrecht Newsprint Paper Drawing Pad, 100 sheets..... Utrecht price \$3.22
- General Pencil No.2 Graphite Drawing Pencil Utrecht price \$3.25

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

Also required:

- A 3-ring binder or portfolio in which you can store your Journal entries
- A portfolio in which you will present your Type Book
- **Journal (part of class participation)**
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 Book (Project #1)**
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.
- **Theme Brochure (Projects #2 and #3)**
A 12-page booklet: you will render it as a printed piece and then rework it into an interactive pdf.



Wk	Class One Lecture	Class One Lab	Class One Homework	Class Two Lecture	Class Two Lab	Class Two Homework
1	<p>Introduction</p> <ul style="list-style-type: none"> Objectives of the class Materials What Is typography? Effective work Habits <p>Software</p> <ul style="list-style-type: none"> Introduction to Font Book Introduction to InDesign 	<p>Kerning Exercises</p>	<p>Kerning</p> <p>Trace the letters on the assignment sheets & kern with accuracy</p>	<p>History of typography</p> <ul style="list-style-type: none"> Five Families of Type Typographical Anatomy (handout to be given in class) Terminology: typeface or font or family? Structure of letterpress character and how it relates to the bounding box of today 	<p>Relief Printing: Introduction</p> <p>Carve and print at least 2 individual letters (I will give you the letters for you to transfer onto your blocks). Work to make your letters as crisp and clear as possible.</p> <p><i>Note: I will keep your letters here at school as we will print with them for the next couple of weeks.</i></p>	<p>Miscellaneous</p> <p>To be announced in class</p> <p>Letterform Worksheet</p> <p>Complete the worksheet given to you in class.</p>
2	<p>Software</p> <ul style="list-style-type: none"> Introduction to Font Book Introduction to InDesign <p>Text</p> <ul style="list-style-type: none"> How fonts work digitally Bounding boxes and their implications Kerning <p>InDesign:</p> <ul style="list-style-type: none"> Creating a new document Orientation and setup Rulers and measurement Controlling kerning digitally Bounding and text boxes 	<p>Relief Printing</p> <p>Print single words, concentrating on kerning. Use each other's letters and feel free to print nonsense words.</p>	<p>Journal 1</p> <p>Find a print sample with excellent headline type. Label the letterform parts</p> <p>Find three instances of bad kerning, why do you consider these bad?</p>	<p>Text</p> <ul style="list-style-type: none"> Leading How and why it is measured <p>InDesign</p> <ul style="list-style-type: none"> Controlling leading digitally Picas and points compared to inches and pixels 	<p>Relief Printing</p> <p>Print stacked sets of words, concentrating on leading.</p>	<p>Miscellaneous</p> <p>To be announced in class</p>
3	<p>Layout</p> <p>Working on the Grid</p> <p>InDesign</p> <ul style="list-style-type: none"> Using templates in InDesign Rules, strokes Guides, margins, and other layout aids <p>Project #1</p> <p>The Type Book</p> <p>Choose a theme: a famous person, animals, fashion, music, etc about whom you will write your type book assignments. You will use the text about them to tie the exercises together thematically.</p>	<p>How to create Type Book assignments</p> <ul style="list-style-type: none"> The class template <p>Type Book</p> <p>Create a 1 page document which labels the following type components: baseline, meanline, capline, serif, counter, x-height, ascenders, descenders.</p>	<p>Miscellaneous</p> <p>On website, announced in class</p> <p>Journal 2</p> <p>Find examples that uses a typefaces that belong to each of the five families of type. In what scenario are they used? Put the printed examples together in a short document with a label describing the family to which you think it belongs and why.</p> <p><i>For example: find and identify a typeface that belongs to the Modern family. Describe what helped you classify it and why it may have been chosen for that particular layout.</i></p>	<p>InDesign</p> <ul style="list-style-type: none"> Multi-page documents Page Panel Master pages Pagination <p>Font Book</p> <ul style="list-style-type: none"> Downloading and installing fonts Well-crafted fonts vs. badly-crafted ones Types of font files Short history of font file types <p><i>Note: I will only allow you to download and install fonts from www.fontsquirrel.com. Do not go to dafont.com or anywhere else.</i></p>	<p>Type Book</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>	<p>Finish Classwork</p> <p>Miscellaneous</p> <p>To be announced in class</p> <p>Study for Quiz 1</p>



Wk	Class One Lecture	Class One Lab	Class One Homework	Class Two Lecture	Class Two Lab	Class Two Homework
4	<p>Quiz 1</p> <p>Text Width/Weight/Posture Stress/Contrast/Serifs Introduction to the main visual differences of type Analysis of visual characteristics of a font based on weight, width and posture and on letter stress, contrast and serifs</p>	<p>Type Book 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 One character in a light face, one character on a regular face, one character on a bold face</p>	<p>Finish Classwork Journal 3: 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. layout?</p>	<p>Text: Alignment Analysis of which ones work best and under which circumstances.</p>	<p>Type Book Create a 1-page document. Instructor will supply text to be positioned using all 5 main alignments</p>	<p>Finish Classwork Miscellaneous To be announced in class</p>
5	<p>Text: Tracking How it is measured Its impact on meaning</p> <p>InDesign Managing tracking digitally</p>	<p>Type Book Create a 2-page document. Text will be supplied by instructors. Position text using specific measurements for tracking.</p>	<p>Finish Classwork Reading: TBD</p> <p>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.</p>	<p>Text Text on a path and spacing Vertical path Type on a smooth curve Type on a sharp curve Type on a circular path</p>	<p>Type Book Create a 1 page document. 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>	<p>Finish Classwork Miscellaneous To be announced in class</p>
6	<p>What not to do: The computer and type Color and Legibility Typographical problems affecting legibility Distorting typography</p>	<p>Type Book Create a 1 page document Creating a set of background boxes which will range from 10 to 10% of a specific color. Explore what happens to type as it is set into a variations of backgrounds</p>	<p>Finish Classwork Miscellaneous To be announced in class</p>	<p>Visual Hierarchy What is a visual hierarchy? How to compare other kinds of hierarchy to a page hierarchy. Assigning importance to typographical items on a page</p> <p>InDesign Character Styles Paragraph Styles</p>	<p>Type Book 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>	<p>Finish Classwork Study for Midterm</p>



Wk	Class One Lecture	Class One Lab	Class One Homework	Class Two Lecture	Class Two Lab	Class Two Homework
7	<p>Midterm (1.5 hours long at the most)</p>	<p>Typographical Grid and all elements:</p> <ul style="list-style-type: none"> 1 grid+ many layouts Review of all the ways in which class had used the same grid Variation in layouts Establishing the difference between a grid and a layout <p>Type Book</p> <p>Create eight layouts using the same grid. For these layouts use just boxes- not actual text. I will select one of these layouts and then you will layout text within it.</p>	<p>Finish classwork</p> <p>Find an ad or layout and number its components based on the elements of visual hierarchy explained in class</p>	<p>Type Book</p> <ul style="list-style-type: none"> How to put a book together How to prepare a book which will contain all of each student semester's work Paper, cover and binding choices will be discussed 	<p>Fix all semester assignments to be included in book.</p>	<p>Finish Type Book</p> <ul style="list-style-type: none"> Re-do any pages for the book as needed Print out and assemble <p>Miscellaneous</p> <p>To be announced in class</p>
8	<p>Type Books Turned In</p> <p>Group critique</p> <p>Project #2</p> <p>Autobiographical Brochure</p> <p>You will create and print a 12 page brochure (not including cover) about yourself. Images are allowed, and all typographical conventions learned thus far should be used. It must also include a TOC and numbered pages. 2 Color BW & Red</p> <p>InDesign</p> <ul style="list-style-type: none"> Bringing in images Linking text from one page to another Rules & Breaking Rules in Layout Design Baseline Grid 	<p>Brochure</p> <ul style="list-style-type: none"> Set up document for 12 page booklet with a cover Begin to assemble images Figure out what text you need and begin to write it 	<p>Sketch out cover ideas</p> <p>Draw out at least 3 different layouts</p> <p>Miscellaneous</p> <p>To be announced in class</p> <p>Journal 4</p> <p>Find five pages from the same publication. These must share a grid, but have different layouts</p>	<p>Field Trip</p> <p>Details TBD, but we will visit a relevant site in Brooklyn or on Manhattan</p> <p>Depending on the site chosen, you will be expected to have work or questions ready to share with our host.</p>		<p>Miscellaneous</p> <p>To be announced in class</p> <p>Field Trip Write-up</p> <p>Details TBD, depending on the site chosen.</p> <p>Prepare for Brochure Cover Sketch Critique</p>
9	<p>Brochure Cover Sketch Critique</p> <p>Images</p> <ul style="list-style-type: none"> Placing Images - linking vs. embedding Scaling, fitting, text wrap palette, clipping path, runaround, grouping Layers – text, images, etc. Type – create outlines, placing images Resolution 	<p>Develop brochure covers with critique you received in class</p>	<p>Finalize Cover</p> <p>Miscellaneous</p> <p>To be announced in class</p>	<p>Magabrochure Conventions</p> <p>Headlines, Subheads, Leader Paragraphs, Primary and Secondary Drop Caps, Side Bars, Pull Quotes, Picture Captions, etc.</p> <p>InDesign</p> <p>Using the paragraph or character panels to achieve conventions</p>	<p>Continue Working on Brochure</p> <p>Miscellaneous</p> <p>To be announced in class</p> <p>Work on interior spreads</p>	<p>Miscellaneous</p> <p>To be announced in class</p>



Wk	Class One Lecture	Class One Lab	Class One Homework	Class Two Lecture	Class Two Lab	Class Two Homework
11	<p>Small Group Critique of Brochure</p> <p>Meet with 2 or 3 of your classmates and go over each others's designs. Give in-depth feedback, really work to help each other improve the work.</p>	<p>Continue working on brochure</p>	<p>Miscellaneous</p> <p>To be announced in class</p> <p>Prepare for Quiz 2</p>	<p>Quiz 2</p> <p>Preparing for Print</p> <p>Preflight Troubleshooting Packaging/collecting for output</p>	<p>Continue working on brochure</p>	<p>Miscellaneous</p> <p>To be announced in class</p> <p>Finish Project #2</p>
11	<p>Turn in Project #2:</p> <p>Group Critique</p>		<p>Miscellaneous</p> <p>To be announced in class</p>	<p>Project #3: Interactive Brochure</p> <p>You will transform your autobiographical brochures into an interactive presentation using InDesign. This project will be a be navigable, enhanced version of Project #2 .</p>	<p>Interactive Brochure</p> <p>What is an interactive document InDesign interactive features overview Typographic considerations for digital design Setting up interactive document in InDesign</p>	<p>Finish Classwork</p> <p>Miscellaneous</p> <p>To be announced in class</p>
12	<p>Interactive Brochure, Continued</p> <p>InDesign</p> <p>Animate objects using built-in animation presets and your own customized settings Modify or create motion paths</p> <p>Effects</p> <p>Transparency/opacity Blending modes</p>	<p>Interactive Brochure, Continued</p> <p>Motion Typography in Indesign</p> <p>Examples of sequencing, transitions, rhythm and motion in interactive type. Animate your brochure's header</p>	<p>Finish Classwork</p> <p>Miscellaneous</p> <p>To be announced in class</p>	<p>Interactive Brochure, Continued</p> <p>Basic Interactivity in InDesign Build slide shows or change a frame's content using multistate objects Create buttons with normal, rollover, and click appearances</p>	<p>Interactive Brochure, Continued</p> <p>Typographic considerations for digital design Designing for the screen vs. paper Working in color: RGB vs. CMYK</p> <p>Fine-tune motion type piece and create three possible sketches (based on a grid) of the first screen for the interactive Brochure.</p>	<p>Finish Classwork</p> <p>Miscellaneous</p> <p>To be announced in class</p>
13	<p>Interactive Brochure, Continued</p> <p>InDesign</p> <p>Set-up buttons that provide document navigation Establish page transitions when the user proceeds from spread to spread Preview all interactivity and rich media before exporting or publishing</p>	<p>Interactive Brochure, Continued</p> <p>I'll review your sketches individually Begin to design the first screen of your interactive piece</p>	<p>Prepare for in-class critique</p> <p>Final edits to motion type piece Edits to sketches Completed first draft of static screen layout</p> <p>Miscellaneous</p> <p>To be announced in class</p>	<p>Interactive Brochure, Continued</p> <p>In-class presentations and critique</p>	<p>Interactive Brochure, Continued</p> <p>Move onto interior pages, adding interactive elements that will add to the impact and meaning of the brochure.</p>	<p>Finish Classwork</p> <p>Miscellaneous</p> <p>To be announced in class</p>



Wk	Class One Lecture	Class One Lab	Class One Homework	Class Two Lecture	Class Two Lab	Class Two Homework
14	<p>InDesign</p> <p>Import and preview rich media files including FLV video and MP3 audio, among other formats</p> <p>Assign actions to buttons that provide document navigation; play/pause/stop an animation, sound, or video;</p> <p>Launch an external web page in the user's browser; and more</p> <p>Turn in Final Type Books</p> <p>Make sure these are printed and presented to the best of your ability</p> <p>Turn in Final Journals</p> <p>Be sure to complete 'self-assessment' worksheet based on project our grading rubric</p>	<p>Interactive Brochure, Continued</p> <p>Lab-time to work on project</p>	<p>Prepare for in-class critique</p> <p>Final edits to motion type piece</p> <p>Miscellaneous</p> <p>To be announced in class</p>	<p>InDesign</p> <p>Preparing document for output</p> <p>File formats: Exporting to FLA, SWF, PDF</p>	<p>Interactive Brochure, Continued</p> <p>Lab-time to work on project</p>	<p>Finish Project #3</p> <p>Miscellaneous</p> <p>To be announced in class</p>
15	<p>Turn in Project #3</p> <p>Group Critique using iPads</p>		<p>Study for the Final</p>	<p>Final Exam</p>		