



New York City College of Technology
The City University of New York

Department of Communication Design

COMD 1127 – Type and Media

Course Description

The foundations of typography, with an emphasis on using type for multiple industry-related applications ranging from print to interactive media. Includes an overview of the terminology and principles of type design.

1 cl hr, 5 lab hrs

Prerequisites: none; Equivalent to old course ADV 1160 or ADV 1161 or COMD 1167

Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
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.

General Education Outcome covered:	How the outcome is covered:
Thinking Critically Think critically to evaluate evidence and the perspectives of others before accepting or formulating an opinion.	Students will develop their critical thinking by participating in class critiques, applying standards learned in class to their own work and that of classmates
Social Interaction The student will demonstrate an understanding of professional ethics.	Students will learn about professional ethics through discussion in class.
Lifelong Learning The student will demonstrate an awareness of resources for continued lifelong learning.	Students will be directed towards resources and techniques of research they can use as references throughout their careers
Information Literacy Research and evaluate information sources.	Students will develop familiarity with professional resources and be expected to learn from them in a relevant fashion.

Teaching/Learning Method

- Lectures
- Readings
- Demonstrations
- Assignments
- Tests

Attendance (College) and Lateness (Department) Policies:

4	<p>What are variations of type and what are variable typefaces?</p> <ul style="list-style-type: none"> -Weight (Bold, light, etc.) -Width (Extended, Expanded, Condensed, etc.) -Posture/ Slant (Regular or Roman, italic, oblique) -Contrast (High, low) -Serif (brackets, angled, others)
5	<p>Word Spacing and Line Height</p> <p>Line Height (leading) & Word Space (kerning & tracking)</p>
6	<p>Type arrangement and legibility: Alignment</p> <p>Flush or Align Left (FL/RR) /Flush or Align Right (FR/RL)</p> <p>Center /Justify/Justify all lines (forced)</p>
7	<p>Type on a path (circles, curves, sharp angles)</p>
8	<p>More on Type Classifications:</p> <p>Type Pairing</p>
9	<p>Design & Typographic Continuity and Uniformity</p>
10	<p>PRESENTATIONS</p>
11	<p>Intro to Expressive Typography</p>
12	<p>Expressive Typography with a typeface:</p> <p>How the use of an existing non-display Sans Serif typeface combined with traditional elements of design allow designers to convey the meaning of a word</p> <ul style="list-style-type: none"> -typeface selection (and their families & variations) -size and scale -posture -case -placement -repetition & omission -typographic color
13	<p>Continue Expressive Typography: CREATIVE and PLAYFUL solutions</p>
14	<p>Color and Typography</p> <ul style="list-style-type: none"> -Explore color contrast and legibility. See Quick Reference pdf with color information. -Explore type (foreground) and offset path (background) relationships
15	<p>Typographical solutions //3D</p>
16	<p>Typographical considerations for presentations and mockups</p>
17	<p>Typography & augmented reality</p>
18	<p>Color: relationship between complex background imagery and legible typography</p>
19	<p>PRESENTATIONS</p>
20	<p>Color/ Textures/Legibility</p>

21	<p>Visual hierarchy, legibility & readability</p> <ul style="list-style-type: none"> -space -type size -spacial zones (areas defined by grid) -color -alignment -added elements (lines) -variations in type (bold) -dynamic compositions (diagonals) -others
22	<p>Typographical Grid:</p> <ul style="list-style-type: none"> -margins -columns and rows -gutters (vertical and horizontal) -modules and spacial zones
23	Visual Hierarchy and Grid
24	Typography on screen: social media
25	Typography on screen: social media
26	Typography in Motion
27	Typography in Motion
28	Combining Media and Typography
29	PRESENTATIONS
30	Last day of class