

**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:
<b>Thinking Critically</b> 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
<b>Social Interaction</b> The student will demonstrate an understanding of professional ethics.	Students will learn about professional ethics through discussion in class.
ifelong LearningStudents will be directed towards resources and techniques of research they can use as references throughout their careers	
<b>Information Literacy</b> 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:

The COMD BFA and AAS degrees are design studio programs. In-class laboratory activities and engagement with other students is a significant portion of the courses. Absences more than 10% of the total class hours may result in a 10% drop in a grade due to an inability to meet the deliverables of participation. This may be in addition to other penalties that will be imposed for failure to complete in-class academic requirements. Missing more than 25% of total class meetings will not be permitted. Any two 'lates' (15 minutes or more) will be equal to 1 absence.

#### **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 citation of 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 is punishable by penalties, including failing grades, suspension and expulsion. More information about the College's policy on Academic Integrity may be found in the College Catalog.

#### Grading

•	Main projects and their presentations	60%	
•	Tests		20%
•	Weekly assignments/Participation/Journal		20%

## Topics

Week by Week

session	Theme
1	Intro to class
	What is typography?
2	Visual communication and the origin of written communication and the alphabet
	Intro to design application
3	-Main Classification of Typefaces
	-How to access a variety of typefaces for use across media (Your computer, other
	sources)
	-Discuss evolving trends in typography such as variable fonts and typography in
	space
	-Type vocabulary
	Baseline, cap line/mean line/x-height / lowercase/uppercase/serif/ascender/
	ascender line/descender/descender line/counter & eye

4	What are variations of type and what are variable typefaces?
4	-Weight (Bold, light, etc.)
	-Width (Extended, Expanded, Condensed, etc.)
	-Posture/ Slant (Regular or Roman, italic, oblique)
	-Contrast (High, low)
	-Serif (brackets, angled, others)
5	Word Spacing and Line Height
5	Line Height (leading) & Word Space (kerning & tracking)
6	Type arrangement and legibility: Alignment
-	Flush or Align Left (FL/RR) /Flush or Align Right (FR/RL)
	Center /Justify/Justify all lines (forced)
7	Type on a path (circles, curves, sharp angles)
8	More on Type Classifications:
	Type Pairing
9	Design & Typographic Continuity and Uniformity
10	PRESENTATIONS
11	Intro to Expressive Typography
12	Expressive Typography with a typeface:
	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
	-typeface selection (and their families & variations)
	-size and scale
	-posture
	-case
	-placement
	-repetition & omission -typographic color
13	Continue Expressive Typography: CREATIVE and PLAYFUL solutions
14	Color and Typography
	-Explore color contrast and legibility. See Quick Reference pdf with color
	information.
	-Explore type (foreground) and offset path (background) relationships
15	Typographical solutions //3D
16	Typographical considerations for presentations and mockups
17	Typography & augmented reality
18	Color: relationship between complex background imagery and legible typography
19	PRESENTATIONS
20	Color/ Textures/Legibility

21	Visual hierarchy, legibility & readability
	-space
	-type size
	-spacial zones (areas defined by grid)
	-color
	-alignment
	-added elements (lines)
	-variations in type (bold)
	-dynamic compositions (diagonals)
	-others
22	Typographical Grid:
	-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