



**COMD  
1127**

**TYPE AND  
MEDIA**

Fall 2024

Tue and Thu, 2:30 pm–5:00 pm

Pearl 112

Office hours: N-1126

Tue, 5:00 pm–6:00 pm

Fri, 2:00 pm–4:00 pm

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# 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.

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

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## COURSE OVERVIEW

- Through a unique written reflection, students will develop and use visual and written tone to communicate critical components of type anatomy (baseline, meanline, capline, serifs, ascender, descenders, counters, others), and variations of type structure (bold, italic, condensed, extended).
- Students will utilize typographic grid components (trim size, margins, and columns, gutter) and assemble a grid using specific Adobe software. Utilize variation in type alignment (FL/RR, FR/RL, Centered, Justified, Force Justified).
- Students will conduct research and develop written reflection on famous typographers and designers. They will gain skills in communicating found information by adopting to different media, including in-class presentation and slides, as well as brochures.
- Students will design with space around type, and how it affects legibility (leading, kerning, tracking).
- Students will learn to utilize terminology and procedures for Adobe InDesign and Adobe Illustrator and create and edit elements of a document according to specifications.
- Students will learn the fundamentals of kinetic typography and how to animate type in space using After Effects.
- Students will reinforce the typographic principles of the course through observation and critiques of current work examples in the typographic industry.
- Students will develop a sense of current typography trends and be able to discuss them with relevant terminology.

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## INTEGRATING TYPOGRAPHY AND WRITING

Writing Intensive (WI) courses incorporate substantial writing components to ensure students develop proficiency in expressing ideas clearly and professionally. In the Type & Media course, this principle is vital as typography and writing are intrinsically connected, with effective communication being the cornerstone of the design profession.

Incorporating writing-intensive components into the Type & Media course enriches the learning experience by fostering critical thinking, developing reflective practice, and establishing effective communication skills.

These competencies are essential for students to succeed as professional typographers and communication designers. Emphasizing the importance of writing not only enhances students' understanding of typography but also prepares them for diverse professional opportunities where clear and effective communication is key to a successful career.

## The Interconnection of Typography and Writing

Typography is the art and technique of arranging type to make written language legible, readable, and visually appealing. The Type & Media course emphasizes the use of type across multiple media, from print to digital platforms. Writing-intensive elements ensure that students not only master the technical aspects of typography but also articulate their ideas effectively. Students will develop a stronger linguistic and design sense, enhancing their ability to communicate information effectively to various audiences.

## Formal and Informal Writing Assignments

The assignments in the Type & Media course incorporate a mix of formal and informal writing. The following assignments reflect the diverse applications of typography in the industry:

### Research Essays

Formal assignments include research papers on important world issues that students are passionate about, analytical essays and presentations on influential typographers, and brief reports on current trends in type design. These tasks deepen students' understanding and help them present their findings coherently.

### Design Critiques

Informal assignments such as design critiques and personal reflections encourage critical thinking. Students critique typefaces used in different media,

reflect on their effectiveness, and articulate their design choices and preferences.

### Design Documentation

Documenting the design process of students' typography projects is crucial. Students assemble process work and reflect on each project, recording their workflow, challenges, and solutions. This writing activity fosters reflective practice, essential for continuous learning, creative discovery and improvement. At the end of the semester, students will compile a formal visual portfolio, supported by a strong written narrative.

## Developing Expertise and Professional Skills

Writing-intensive elements in the Type & Media course aim to develop key competencies:

### Articulation of Design Concepts

Students learn to articulate design concepts and decisions using appropriate terminology, crucial for professional communication with clients, colleagues, and stakeholders.

helps students evaluate their work and others', deepening their understanding of typographic principles.

### Critical Analysis and Reflection

Writing assignments foster critical analysis of type designs and media applications. Reflective writing

### Process

Producing detailed reports and documentation prepares students for real-world scenarios where clear communication of design processes and outcomes is essential.

## Writing Integration

The writing intensive component of the Type & Media course aims to ensure proficiency in using typographic terminology, understanding type design principles, and applying these principles across various media.

Writing assignments help achieve these outcomes by:

### Exploring Historical and Contemporary Typography

Research paper enhances knowledge and analytical skills by exploring the historical context and contemporary developments in typography.

### Communicating Design Goals

Documenting design processes and creating project reflections teach students to communicate their

design intent and rationale effectively. These activities help students develop and enhance an industry-specific vocabulary.

### Engaging in Reflective Practice

Design critiques and reflections encourage continuous learning and self-assessment.

## Course Format

- Lectures and demonstrations
- Projects, assignments, homework
- Formal and informal writing tasks
- Website/ePortfolio

## Learning Outcomes

- Thinking Critically
- Social Interaction
- Lifelong Learning
- Information Literacy

## 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 in excess of 10% of the total class hours 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 (4) class absences will be tolerated. It is expected that you will be ready to work at the start of each period. Any two (2) latenesses will be considered to be equal to one (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 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

### Projects (60%):

Project 1: Type Primer (20%)

Project 2: Type Expression (20%)

Project 3: Type Hero (20%)

### Assignments/homework (25%):

Assignment/homework 1: Found Alphabet (10%)

Assignment/homework 2: Type in Motion (10%)

Sketchbook/ePortfolio (5%)

### Class activities/participation (15%)

**Projects:** Three main projects are supported by homework assignments. Projects must adhere to documented project guidelines and must be presented in a clean, professional manner.

Each project must be labeled as "*FirstName\_LastName\_Project#-Title.pdf/.mov/etc.*" Follow the instructions for each project.

**Assignments/homework:** There are two assignments that support larger projects. Homework varies.

### Class activities/participation:

- Type and writing exercises – Design assignments and discussions completed with time constraints during class or as specified.
- Type discussions – Discussion, comments, critiques, opinions on type throughout the semester.
- Type scavenger hunts – Students will look for various typographic topics principles, techniques, and share with classmates.

## Grades

- Grades will be posted on Brightspace.
- Please refer to the college's catalog for numerical values of grades.

## Critiques

Each project/assignment will culminate in a group critique. Critiques will help you master the design vocabulary and support your classmates. The critique is a neutral, supportive dialogue with members of the class. All students will present their work and discuss the strengths and weaknesses with regard to the project guidelines. **Projects that are not presented will not receive full grades.**

**No late assignments are accepted.** However, if you consult beforehand, late submission may be accepted by appropriate circumstances with points being deducted. **Unexcused late submissions will incur a 10% grade deduction per class.**

## Expectations

In addition to work during class meetings, there is an expectation of independent work.

To meet the course requirements, **dedicate at least four (4) hours each week outside of class.** While studio time is available to assist you, scheduling additional work time outside of class is necessary for the successful completion of your coursework.

**No extra work (i.e. bonus)** is given for a better grade and/or to compensate for missed projects and assignments.

# TIMELINE

Schedule is subject to change

W	Date	Project 1: Primer	Project 2: Expression	Project 3: Hero	Assignment 1: Alphabet	Assignment 2: Motion	In-class Activities (ongoing)	ePortfolio/website
1	Thu, Aug 29	P1: Introduction					intro activity	
2	Tue, Sep 3	Issue write-up due					peer review the issue write-up	
	Thu, Sep 5				Asn 1: Introduction			
3	Tue, Sep 10							
	Thu, Sep 12						ligature exercise	
4	Tue, Sep 17							Select a platform
	Thu, Sep 19				Check-in: process work due			
5	Tue, Sep 24	Peer check-in					what type of creative are you? writing and presentation exercise	
	Thu, Sep 26	P1: DUE (include written reflection)						
6	Tue, Oct 1		P2: Introduction			Asn 2: Introduction	type personality writing exercise	
	Thu, Oct 3 (no classes)							
7	Tue, Oct 8 (no class)							
	Thu, Oct 10 (no classes)							
8	Tue, Oct 15 (no class: Mon schedule)							
	Thu, Oct 17					demo		Website map/nav/structure
9	Tue, Oct 22				Check-in: process work due			
	Thu, Oct 24						proofreading exercise	
10	Tue, Oct 29							
	Thu, Oct 31		Peer check-in		Asn 1: DUE			
11	Tue, Nov 5					Check-in		
	Thu, Nov 7		P2 DUE (include written reflection)					Complete write-ups for P1, P2, Asn1
12	Tue, Nov 12			P3: Introduction				
	Thu, Nov 14						grids exercise	Add P1, P2, Asn1
13	Tue, Nov 19							
	Thu, Nov 21			written essay due				
14	Tue, Nov 26					Check-in		Peer check-in
	Thu, Nov 28 (no classes)							
15	Tue, Dec 3							
	Thu, Dec 5			Presentations		Asn 2: DUE (include written reflection)		Complete a write-up for Asn2
16	Tue, Dec 10			Presentations				Add Asn2
	Thu, Dec 12			Presentations				
17	Tue, Dec 17							Complete a write-up for Asn3; add P3
	Thu, Dec 19			P3 DUE (include written reflection)				Portfolio DUE