

Spring 2018

Typography 2

Ina Saltz
CUNY City College

[How does access to this work benefit you? Let us know!](#)

Follow this and additional works at: https://academicworks.cuny.edu/cc_oers

 Part of the [Graphic Design Commons](#)

Recommended Citation

Saltz, Ina, "Typography 2" (2018). *CUNY Academic Works*.
https://academicworks.cuny.edu/cc_oers/24

This Syllabus is brought to you for free and open access by the City College of New York at CUNY Academic Works. It has been accepted for inclusion in Open Educational Resources by an authorized administrator of CUNY Academic Works. For more information, please contact AcademicWorks@cuny.edu.

THE CITY COLLEGE OF NEW YORK
DEPARTMENT OF ART, EDM
PROFESSOR INA SALTZ
inasaltz@ccny.cuny.edu 212-650-7408, CG130

www.typog2.wordpress.com

Assignments will be posted on the class blog after every class.

CLASS HOURS: Thurs 9–12

OFFICE HOURS: Tues 5–6, Wed Tues 5–6, + Thurs 2–3

TYPOGRAPHY 2

ART 39500: SPR 2018

COURSE GOALS/LEARNING OUTCOMES

A continuation of Typography 1 with continued learning in the following areas: typography-specific terminology, identification and analysis of typefaces from the past and present in terms of style, form, and historical context. Demonstrated the ability to critique the work of others. Creation of works based on the assignments using typographic expression that include risk taking, originality, and problem solving.

AREAS OF CONCENTRATION

Type History / Writings on Typography / Typeface Design /
Typographic Designers / Type Terminology / Type Classification /
Critiques / Workshops / Writings / Process / Documentation /
Portfolio Presentation

COURSE DESCRIPTION

- Continued learning in the areas of evolution of letterforms, type history, type terminology, type classification, type anatomy, type families, type usage, type design, type hierarchy and navigation.
- Continued expansion of typographic knowledge, terms and concepts. Use of the typographic grid.
- Continued learning in Adobe InDesign.
- Students will produce a final portfolio of work demonstrating their typographic skills.

RECOMMENDED TEXTBOOKS

Designing with Type, (fifth edition) by James Craig
*Thinking With Type: A Critical Guide for Designers,
Writers, Editors and Students*, by Ellen Lupton
InDesign Type, by Nigel French

REQUIRED MATERIALS

- Black Itoya binder 8.5" x 11" with at least 24 acetate pages, approx \$8. *must have acetate sleeve on outer spine and cover as shown in class (*this will serve to store new work each week and it will be turned in as your final portfolio on*)
- 9" x 12" pad of Strathmore Artagain black paper
- metal straight edge for cutting
- Exacto knife and a pack of #11 blades
- Good bright white matte paper for printing final projects

***Field trips and /or guest presentations may vary as the semester progresses. They will depend on the schedules of the hosts/presenters. Check the class blog regularly for updates! (typog2.wordpress.com)*

Assignments will be posted on the blog after every class.

COURSE PROJECTS

- Three typographic portfolio sleeves with your name
- Resume
- Personal timeline (self-authored)
- 8 page booklet (self-authored)
- Performance logo (self-authored)
- Performance package design including seven parts: promotional poster, promotional postcard, website, tshirt, ticket, backstage pass
- Behance site development

COURSE REQUIREMENTS

- Completion of all assigned work and readings.
- There may be at least three spot quizzes during the semester.

***Students are expected to spend a **minimum** of three hours outside of class per week revising projects, resume and completing new projects assigned in this class.*

- Class participation. It is essential that students participate fully in the critiquing process with respect to work done by classmates.
- There is no such thing as an excused absence (see the college bulletin). Three latenesses equal one absence. Absences will result in grade reduction. If you are absent, you should contact a classmate and check the class blog for the assignment. Late projects will incur a grade reduction.

- Any project not following the assignment instructions will be graded down. **Failure to submit a final portfolio in class on the 14th week will result in a failing grade.**

All projects (plus reference material) must be saved for the final review and submitted in your portfolio.

You can show me your work-in-progress or ask for help between class meetings.

You will be graded on the creativity of your ideas, and the precision and quality of your execution as well as the commitment you show in attendance, preparation for class and participation in class discussions.

*Cell phones must be turned off and not visible (ie put them away!) during class. No food or drink is allowed in the computer classrooms.

PRINTING POLICIES

This is a print-based design class. We will not critique work on the computer; when print is the final product, it must be viewed in that form for critique to be meaningful. *****It is up to each student to make sure that their work is printed well before class.**

Do not expect to print your work right before class.

It is unacceptable to miss the beginning of class because you are “waiting for your work to be printed.”

PLAN AHEAD and get your design work done early so it can be printed well before the class meets, in case there is a delay or problem. Please familiarize yourself with the procedures and policies regarding printing; if you have any questions, please see a lab manager or a lab monitor in the print Hub on the second floor.

GRADING POLICY

Understanding that creative evaluation is the prerogative of the professor, let this be a guide to the proportionality I assign to the following components:

- On-time attendance and preparedness for class: 15%
- Test scores: 10%
- Class participation: 15%
- Creative work (originality and quality of execution): 60%

*A grade of C is average. Students begin with an assumed grade of C and move up or down depending on quality of work, presentation in class critiques, attendance, and meeting deadlines. Grades will be lowered (from C) for absences, or if work is late, or if you are unprepared for weekly class critiques, or if the work does not follow project instructions, or for poor design.

*Regardless of attendance, students will not pass this class if the quality of the work is poor. If you are absent for the final critique and/or do not turn in a portfolio you will receive an F for the class.

CCNY DISABILITY POLICY

In compliance with CCNY policy and equal access laws, appropriate academic accommodations are offered for students with disabilities. Students must register with The AccessAbility Center for reasonable academic accommodations. The AccessAbility Center is located in the North Academic Center, Rm. 1/218. Tel: (212) 650-5913. Under The Americans with Disability Act, an individual with a disability is a person who has a physical or mental impairment that substantially limits one or more major life activities. If you have any such issues, I encourage you to visit the AccessAbility Center to determine which services may be appropriate for you.

POLICY ON ACADEMIC INTEGRITY

Be advised that academic dishonesty, which includes plagiarism and cheating, is prohibited and is punishable by penalties including failing grades, suspension or expulsion. For further information, go to the City College website, www.cuny.cuny.edu and click on “CUNY Policy on Academic Integrity” located on the bottom of the homepage.

I have read and understand and agree to the terms of this syllabus.

Print name

Signature

Date