Open Educational Resources   City College of New York

2018

Typography 2

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CUNY City College

THE CITY COLLEGE OF NEW YORK
DEPARTMENT OF ART, EDM
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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 poli-
cies 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, presenta-
tion 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 is 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, appropri-
ate academic accommodations are offered for students with dis-
abilities. 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 impair-
ment that substantially limits one or more major life activities. If
you have any such issues, I encourage you to visit the AccessAbil-
ity 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 includ-
ing failing grades, suspension or expulsion. For further informa-
tion, go to the City College website, www.ccny.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