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Typography 1

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CUNY City College

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Wednesday 9:00AM-11:50AM
Comp Goeth CG122

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Office Hours
Compton-Goethals 130
Wednesday 12:00 – 1:30PM
Friday 12:30 – 2:00PM
Or by appointment

COURSE DESCRIPTION

This course is designed to introduce you to the basic principals and processes of typography. We will explore all aspects of type usage in graphic design, from type as an abstract structure to its multiplicity of uses in information systems. We will examine these powerful symbols across a multitude of type-driven platforms, which allow literal as well as subliminal communication of ideas. From type's historical underpinnings to contemporary usage, this course will focus on applications of typography—including projects focusing on composition and layout, multiple-page book structures, and single-paneled posters—all in the name of developing considered and persuasive type-driven designs.

Adobe Illustrator and InDesign, as well as hand-rendered skill, will become our basic typesetting modes of operation for the semester.

LEARNING OUTCOMES

- * Understanding of type anatomy, style, and historical classification
- * Successful implementation of typography (based on aforementioned parameters) in print work
- * Creation of expressive, type-based works that include risk-taking, originality, and problem solving
- * (a fusion of conceptual and technical problem solving)
- * Formulation of a problem statement—rooted in audience intent—which drives the work
- * Production of iterative work—rooted in tone messaging—to arrive at the best solution
- * Verbal communication of your own design decisions, as well as providing criticism to your peers

ATTENDANCE

- * CCNY policy allows 2 *absences*—excused or unexcused.
- * Missing more than 30 minutes' class = 1 absence.
- * 1 tardy (10–29 minutes' late) = 1/2 absence.
- * 3 absences = failing the course.
- * No cell phones or social media during class, except for breaks. Every 4 times you are found using cell phones or social media, you receive 1 letter grade drop.

SUPPLIES

\$0–60	An external hard drive or cloud storage (minimum 500 MB)
\$0–10	A sketchbook (minimum 8 x 10 in)
\$0–5	A pen or a pencil
\$3–6	A metal cork-backed ruler (minimum 11 in)
\$3–5	X-acto knife (with sharp blades)
\$0	New York Public Library Membership

GRADING RULES

- * No resubmissions
- * Late assignments will not be accepted, *unless you have an excused absence.*

GRADING CRITERIA

Meeting requirements, research, concept, design process, craftsmanship and presentation, effectiveness, composition and experimentation.
Percentages for each project and exercise may vary.

GRADING SCALE

A	100-94	B-	83.9-80	D+	69.9-67
A-	93.9-90	C+	79.9-77	D	66.9-64
B+	89.9-87	C	76.9-74	D-	63.9-60
B	86.9-84	C-	73.9-70	F	59.9 and below

See the chart on the back for point calculation.

PRINTING POLICY

This is a print-based design class. It is up to each student to make sure that their work is printed well before class—we will not critique work on the computer. **ALLOW ADEQUATE TIME FOR PRINTING** (I recommend a minimum of 24 hours in advance of class start time). Printer malfunction isn't a valid excuse for missing work—projects that are late or missing due to printing reasons will be lowered in grade (reference grading + attendance policies, both below). Please familiarize yourself with the new DOC 2nd Floor printing procedures at CCNY; if you have any questions, please see Mike, Skiter, or a lab monitor in open lab 124. Labs are available Monday-Saturday.

For large-format 3880 or 9900 printing: <http://edm.arts.cuny.cuny.edu/edm/print.html>

FONT POLICY AT CCNY

EDM students and faculty are expected to obtain and use fonts legally through licensing. Fonts that are illegally acquired, including the sharing of fonts without a license, are prohibited in school projects and on school computers.

Please reference (ATypI) Association Typographique Internationale's list of five basic rules for legal font usage:

<http://www.atypi.org/fonts-and-fairness/five-basic-rules-for-buying-fonts>

ACADEMIC INTEGRITY

Plagiarism is the act of presenting another person's ideas, research, or writings as your own. Students are expected to create works of originality—they are advised to shoot their own photos, create their own graphics, write their own text, and be the sole creator of the visual elements within their pieces. Presenting the work of others as your own will result in a failing grade for the project and possibly for the class.

Always clearly document when using source material that is not your own (this means quote marks, footnotes, or parenthetical documentation for sourced materials in term papers, a works cited list in artist's book colophons, picture captions when necessary, etc). When in doubt, consult the professor. See the CCNY course bulletin for further information.

DISABILITIES

Students who feel they may need an accommodation based on the impact of a disability should contact the professor privately to discuss their specific needs; all discussions will remain confidential. For questions, contact the Office of Student Disability Services (SDS) at 212.650.5913 or *disabilityservices@ccny.cuny.edu*. For more information, visit *<https://www.ccny.cuny.edu/accessibility>* and/or *<https://www.ccny.cuny.edu/counseling>*.

WRITING CENTER

The CCNY Writing Center is open to all students by appointment, and offers one-on-one assistance for students working on writing assignments and projects from any discipline. Students may use them as a resource when they need to plan, draft, and revise class writings. Visit the writing center online at *<https://www.ccny.cuny.edu/writing>*.

	PROJECT 1 EXPRESSIVE	PROJECT 2 BUSINESS CARD	PROJECT 3 TYPE SPECIMAN	PROJECT 4 MUSIC POSTER	PROJECT 5 SADDLE-STITCH BOOK
POINTS	10	10	10	10	15
1. <i>08/28</i>	Start				
2. <i>09/04</i>	1:1				
3. <i>09/11</i>	DUE (digital)	Start			
4. <i>09/18</i>		16 versions DUE (print + digital)			
5. <i>09/25</i>		16 versions DUE (print + digital)	Start		
6. <i>10/02</i>			8 sketches DUE (digital)		
7. <i>10/23</i>			WIP Critique (print)		
8. <i>10/30</i>			Revision DUE (digital)	Start	
9. <i>11/06</i>				Moodboard + 16 sketches DUE	
10. <i>11/13</i>				4 roughs DUE WIP Critique	
11. <i>11/20</i>				Revision DUE (digital)	Start
12. <i>11/27</i>					Moodboard + text DUE
13. <i>12/04</i>					
14. <i>12/11</i>					WIP Critique (print)
15. <i>Finals</i>					Revision DUE (print + digital)

EXERCISE	QUIZ	CONTENT	
1X5	8X5		100
Ex.1			1. 08/28
Ex.2		Serif vs San Serif Display Type vs Text Type Type Classification Cases	2. 09/04
Ex.3		Anatomy Size & Measurements	3. 09/11
Ex.4	Quiz 1		4. 09/18
Ex.5		Type Families Widths and Slopes Typographic Color Kerning Pairs Tracking Leading Widow & Orphan	5. 09/25
		Alignment Hyphenation Justification Rivers & Rags Indent Hanging Punctuation Type Crimes	6. 10/02
		Legibility vs Readability Hierarchy	7. 10/23
	Quiz 2		8. 10/30
		Choosing and Combining Typefaces	9. 11/06
		Resume Design	10. 11/13
			11. 11/20
	Quiz 3	Working with Grids	12. 11/27
	Quiz 4	Booklet Printing	13. 12/04
			14. 12/11
	Quiz 5		15. Finals