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Typography 2

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CUNY City College

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Wednesday 9:00AM-11:50AM
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Office Hours
Compton-Goethals 130
Wednesday 12:00 – 3:00PM
Or by appointment

Google Classroom Code
wefgrjs

COURSE DESCRIPTION

A continuation of Typography I. This course will focus more closely on the expert usage of type in all forms of graphic design. Students will learn to create powerful graphic statements using the diverse properties of typographic expression. Emphasis on communication systems, cohesive identity packages, logo development and publication design with orderly, logical and aesthetically appropriate typographic usage. Various projects will explore enhancing comprehension through intelligent use of typographic levels of emphasis.

LEARNING OUTCOMES

- * Advanced type-oriented skills in Adobe Creative Cloud
- * Strong understanding of type anatomy across multiple languages
- * Implementation of type in both physical and digital environment
- * Development of craftsmanship in print production
- * Creation of expressive, type-based works that include risk-taking, originality, and problem solving
- * Verbal communication of each design decision using formal languages
- * Critical analysis of contemporary design work

ATTENDANCE

Please sign *in* and sign *out* each class.

2 excused/unexcused absences = 10 points deduction
3 excused/unexcused absences = 20 points deduction
4 excused/unexcused absences = 30 points deduction

Arriving 10–29 minutes' late = 1/2 absence
Missing more than 30 minutes' class = 1 absence
Leaving more than 10 minutes' early = 1 absence
Leaving 1–10 minutes' early = 1/2 absence

Please do not pack early, since it disrupts the class.

Missing critique (excused/unexcused) = 2 points deduction

TEXTBOOKS

\$0 This is a ZERO textbook course.
Consult the professor for book recommendations.

SUPPLIES

- \$0–60 An external hard drive or cloud storage (minimum 500 MB)
USB thumb drives are not secure.
- \$0–5 A pen or a pencil

EMAIL POLICY

Email is the official means of communicating. Students are expected to check their email frequently and are held responsible for all communication regarding grades, attendance, etc.

When emailing your professor, use full sentences. Address your recipient's name in your first email. Check your spellings. Please get into the habit of writing professional emails. It is very important when you start finding an internship or a job.

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

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>.

GRADING CRITERIA

Meeting deadlines, meeting requirements, research, concept, design process, craftsmanship and presentation, clarity, hierarchy, composition and experimentation.

Percentages for each project and exercise may vary.

A minimum of 3 *hours* per week outside class working on assignments is required. Not having access to tools is not a valid excuse for unfinished work.

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.

	EXERCISE	SYLLABUS QUESTIONS	SURVEY	QUIZ
POINTS	2 X 14	1	1	5
1. <i>01.29</i>		DUE	DUE	DUE
2. <i>02.05</i>	1			
3. <i>02.19</i>	2			
4. <i>02.26</i>	3			
5. <i>03.04</i>	4			
6. <i>03.11</i>	5			
7. <i>03.18</i>	6			
8. <i>03.25</i>	7			
9. <i>04.01</i>	8			
10. Tues <i>04.07</i>	9			
11. <i>04.22</i>	10			
12. <i>04.29</i>	11			
13. <i>05.06</i>	12			
14. <i>05.13</i>	13			
15. <i>Finals</i>	14			

PROJECT 1 TYPE AS IMAGE	PROJECT 2 DIRECT MAIL	PROJECT 3 INFOGRAPHIC	PROJECT 4 NEWSPAPER	PROJECT 5 HANDMADE TYPE	
10	10	15	20	10	100
Start					1. <i>01.29</i>
DUE Critique	Start				2. <i>02.05</i>
	Product Illustration DUE Text (200 words min.) DUE				3. <i>02.19</i>
	Layout (print) DUE WIP Critique	Start			4. <i>02.26</i>
	Revision DUE	Text DUE 6 Sketches DUE			5. <i>03.04</i>
		3 roughs			6. <i>03.11</i>
		WIP Critique			7. <i>03.18</i>
		Revision DUE	Start		8. <i>03.25</i>
			Text + Images DUE		9. <i>04.01</i>
			5 versions of 1 page layout DUE		10. Tues <i>04.07</i>
			1/2 of the book DUE WIP Critique		11. <i>04.22</i>
			Revision DUE	Start	12. <i>04.29</i>
				10 Sketches DUE	13. <i>05.06</i>
				WIP Critique	14. <i>05.13</i>
				Revision DUE	15. <i>Finals</i>