

COMD 250

Professor: Cindiana Koren

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Lecture:

Tuesday 7:00 - 8:30 p.m.

Studio Lab:

Class 1 : Thurs. 9:00 a.m. - noon

Class 2 : Thurs. 1:30 p.m. - 4:30 p.m.

Class 3 : Fri. 9:00 a.m. - noon

Class 4 : Fri. 1:30 p.m. - 4:30 p.m.

Office Hours:

1222 State Street, Third Floor

Tuesdays, 4:00 p.m. - 6:30 p.m.

and by appointment

#### TYPOGRAPHY

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), and adjusting the space between pairs of letters (kerning). The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols.

#### INFORMATION DESIGN

Information design is the practice of presenting information in a way that fosters efficient and effective understanding of it. The term has come to be used specifically for graphic design for displaying information effectively, rather than just attractively or for artistic expression. Information design is closely related to the field of data visualization.

<http://giorgialupi.com/work>

<http://feltron.com/>

<http://13pt.com/>

## TYPOGRAPHY AND INFORMATION DESIGN

*Using self-generated and existing content, students will learn the essential basic knowledge and skills of typography and information design. This course builds upon the skills and knowledge learned in the prerequisite courses, such as Research, Analysis and Process, and it helps students to learn how to manage contents and create effective communication, balanced with artistic expression.*

#### DETAILED DESCRIPTION:

The evolution of information dissemination media (print, radio, film, video, interactive) and the prevalence of digital channels over traditional print formats, together with the increasing demand for the consumption of quantitative data, requires a higher level of data structure understanding and manipulation skills. Through the practice of typography and information design, this course invites students to study and question how people learn or prefer to learn and how they use information. It also raises questions about how to present information and design interfaces for different cultural and other contextual differences in the audience and addresses the place of modern typographic and information design in historical context.

The course will provide three different levels of knowledge acquisition: historical, theoretical, and practical, with guidelines for the construction of effective interfaces, information graphics and data visualizations. It will provide students with critical and analytical tools that can benefit the design process of communicating through the organization of information.

Classes generally will take the form of group critiques, though occasional one-on-one discussions will also take place. Parts of class will also be dedicated to lectures and discussions revolving around reading of assigned texts and printed materials, as well as quizzes and tests on this content. There will be a midterm and final exam that test student knowledge of history and terminology.

#### COURSE GOALS:

- To introduce the history of writing systems, information graphics and interface design, as well as the appropriate vocabulary of terminology for each area.
- To explore how to convey complex concepts through the organization and representation of content.
- To understand how the cognitive processes that govern knowledge and data acquisition might inform the development of effective visual communications
- To acquire an understanding of rule-based design and visual systems that can generate cohesive design solutions across a variety of media formats.

STUDENT LEARNING OUTCOMES:

Upon completion of the course, students will be able to:

- Articulate an understanding of the structure and application of typographic elements.
- Identify data visualization techniques and their application to effective visual communications.
- Apply user centered and design thinking processes for the development of design concepts and strategies.
- Employ structure, hierarchy, sequence, editing and layering to communicate multiple levels of information, including verbal content, numeric data sets and other complex content through clear and compelling layouts and visualizations.
- Comment and critique elements and structure of a design related to content dissemination, using appropriate terminology.

COURSE REQUIREMENTS

READINGS AND GROUP DISCUSSION

Readings will be required throughout the semester, giving students critical insight into the history and context of typography and information design. Students are expected to come to class having read the material prior to scheduled discussion days and be prepared to participate.

REQUIRED READINGS, TEXTBOOKS, AND MATERIALS:

*The Elements of Typographic Style. Version 4.0* by Robert Bringhurst,  
*Thinking With Type: A Critical Guide for Designers, 2nd edition* by Ellen Lupton  
*Type on Screen: A Critical Guide for Designers*, edited by Ellen Lupton  
*Envisioning Information* by Edward Tufte  
*The Design of Everyday Things* by Donald A. Norman  
*Guide to Graphic Design*, by Scott Santoro

*Recommended (but not required) Reading*

*Designing Interactions* by Bill Moggridge  
*Computers as Theater* by Brenda Laurel  
*What Is Interaction Design?* by Gillian Crampton Smith  
*Typographic Design: Form and Communication* by Ben Day, Philip B. Meggs and Rob Carter  
*About Face* by David Jury  
*A Type Primer* by John Kane  
*Stop Stealing Sheep & Find Out How Type Works* by Erik Spiekermann  
*Mastering Type: The Essential Guide to Typography for Print and Design*, Denise Brosler

MATERIALS

Materials necessary for this course include any media and supplies that you prefer to use for the production of sketches, finished comps and presentations, as well as any that may be required by your instructor for specific assignments. Digital scans, printouts and storage media will also be required. Expect to spend approximately \$100 for Papercut printing fees.

Professor: Cindiana Koren

CLASS PARTICIPATION

Class participation is an important part of this course. Students are expected to contribute to classroom discussion at every class meeting: to ask questions, make a comment or observation, respond to questions asked by faculty, guest presenter or classmate. They are encouraged to listen to what others have to say. Class participation will be monitored and the students grade will reflect the contribution made each week.

ASSESSMENT AND GRADING

Student level of achievement of the course Student Learning Objectives is graded on the criteria listed below. Grading will reflect how well work responds to the particular problem that has been assigned, the quality of the technical execution and the assignment solution as a whole.

GRADING BREAKDOWN

Exercises	20%
Projects	40%
Exams	20%
Participation	20%

The final grade for the course is based on evaluation of assignments, including quality of problem solving, originality of ideas, deadline adherence and presentation of the work, as well as class participation. Attendance and class conduct are also considered (see Policies below).

Assignments not completed by due date are automatically downgraded.

A grade of Incomplete (INC) will be considered only for medical reasons or other documented serious circumstances beyond your control. Last-minute printing problems or loss of files because you did not back them up are not legitimate reasons for an Incomplete grade.

A	4.0	<b>Excellent</b>
A-	3.7	Sustained level of superior performance demonstrated in all areas of Course Requirements
B+	3.3	<b>Above average</b>
B	3.0	Consistent level of performance that is above average in a majority of the Course Requirements
B-	2.7	
C+	2.3	<b>Acceptable</b>
C	2.0	Performance that is generally average and Course Requirements are achieved
C-	1.7	<b>Below average</b>
D+	1.3	Performance and achievement of the Course Requirements
D	1.0	
F	0.0	<b>Failure</b> Accomplishment of the Course Requirements is not sufficient to receive a passing grade
INC	N/A	<b>Incomplete</b> Automatically expires after the following semester

GRADING STANDARDS

If you are majoring in Communications Design, you are required to participate in semester-end Survey. Failure to do so will result in a reduction of all final course grades by one letter. Survey will be held the final two weeks of the semester, failure to show work from a particular course will also count as an absence for the course. If it is the fourth absence, you will fail the course.

REQUIRED AT EACH CLASS:

- Weekly assignment completed to deadline date.
- All previously completed work on the assignment as well as all related research materials.
- Fulfillment of any other requirements issued by your instructor.

*Professor: Cindiana Koren*

ACADEMIC INTEGRITY

Matters of academic integrity, plagiarism or any appropriation of another's intellectual property will be handled with the utmost seriousness by the Department. This includes any imagery, text or concept that is taken from the Internet and used without appropriate credit to its original author, whether in original or moderately altered form, whether in the presentation, sketch, research of final stage of the project. If in the instructor's opinion any student's work violates these policies, he or she will impose a grade of F for the final project and require its resubmission free of such violations with no resulting change in grade. In addition, such instances will be reported to the Registrar's office for inclusion in the student's non-permanent file. Repeated or egregious violation of this policy may result in a grade of F for the course and referral of the case to the Academic Integrity Board, who may impose further sanctions, including possible suspension or dismissal from the Institute.

STUDENTS WITH DISABILITIES

Anyone requiring special accommodations for disabilities must obtain clearance from the Office of Disabilities Services at the beginning to the semester. They should contact Shannon Schantz in the Student Life Office, (315) 797-0000 ext. 2183.

ATTENDANCE:

There are no unexcused absences or cuts. Students are expected to attend all classes. Any unexcused absence may affect your final grade. Three unexcused absences may result in course failure. Unexcused tardiness may also affect your final grade—two tardies will count as an absence.

*Pratt Institute understands that students' engagement in their program of study is central to their success. While no attendance policy can assure that, regular class attendance is key to this engagement and signals the commitment Pratt students make to participate fully in their education. Faculty are responsible for including a reasonable attendance policy on the syllabus for each course they teach, consistent with department-specific guidelines, if applicable. Students are responsible for knowing the attendance policy in each of their classes, for obtaining material covered during an absence (note: instructors may request that a student obtain the material from peers), and for determining, in consultation with the instructor and ahead of time if possible, whether make-up work will be permitted. Consistent attendance is essential for the completion of any course or program. Attending class does not earn students any specific portion of their grade, but is the pre-condition for passing the course, while missing class may seriously harm a student's grade. Grades may be lowered a letter grade for each absence, and missing even as few as two classes in some courses may result in an automatic "F" for the course. (Note: Students shall not be penalized for class absences prior to adding a course at the beginning of a semester, though faculty may expect students to make up any missed assignments.) Pratt Institute respects students' requirements to observe days of cultural significance, including religious holy days, and recognizes that some students might need to miss class to do so. In this circumstance, students are responsible for consulting with faculty ahead of time about how and when they can make up work they will miss. While faculty are not required to excuse student absences due to illness, they are encouraged to give consideration to students who have documentation from the Office of Health and Counseling.*

OTHER POLICIES:

Our studios are multi-purpose and therefore students are responsible to clean up their work areas, put equipment, materials, artwork back in their designated areas.

Personal wireless devices must be inaudible at all times and used only for class purposes.

Please note that as part of the Final Review process, physical copies and digital files of select work will be collected for departmental assessment and will not be returned. In addition, faculty may request specific digital files of work for promotional use or for submission to design competition.

EXAMS

There will be a midterm exam in the seventh week of the semester and a final exam in the thirteenth, testing student comprehension of history and vocabulary, as covered in the readings and in-class lecture.

**EXERCISES**

1. Garamond A a a
2. Paragraph Exercise
3. Grid Exercise
4. Classification Patterns
5. Quote / Recipe
6. Manifesto
7. Data Diary Postcard

**PROJECTS**

1. Currency Symbol
2. Type Specimen Book
3. International Biennial Poster
4. Interactive Info Design

**MIDTERM EXAM**

**FINAL EXAM**

**SURVEY PRESENTATION**

**Week 1** *Lecture:* RAP Review; Course Introduction  
*Assigned; Ex. 1* - Garamond A a a, EAMES, The Power of Tens film  
 Scale and Technology // Type vs. Lettering  
*Assigned; Project 1:* Currency Symbols  
*Studio:* Typographic Lexicon; *Assigned: In class Ex. 3* - Paragraph  
*Readings:* *Thinking With Type 107-118; The Elements of Typographic Style*

**Week 2** *Lecture:* Typography: Lexicon & Basic Rules  
*Studio:* Review Ex. 1, 2 and Currency Symbol // Hierarchy and Grids Introduced  
*Assigned; Ex. 3: Modular Grid*  
*Readings:* *Thinking With Type 151 -203; The Elements of Typographic Style*  
*Grid Systems in Graphic Design, Josef Müller-Brockmann*

**Week 3** *Lecture:* History of Type  
*Studio:* Review Ex. 3 - Modular Grid // Post Currency Symbol on Web.  
 Classifications and Historical Context introduced  
*Readings:* *Thinking With Type*  
*Assigned; Project 2: Type Specimen Book*  
*Exercise 4: Classification Patterns*

**Week 4** *Lecture:* Font formats, Print and Web, Typekit vs Google and more...  
*Studio:* Review Ex. 4 // Formatting and hierarchy discussion  
*Assigned; Exercise 5: Quote / Recipe*  
*Reading:* *Type on Screen: A Critical Guide for Designers*

**Week 5** *Lecture:* Graphic Means film  
*Studio:* Review Ex. 5 Quote and readings  
 Progress review Specimen Book

**Week 6** *Lecture:* Movements and Manifestos, *Assign Ex. 6: Manifesto*  
*Studio:* Review of finished specimen books  
*Assign Project 3: Biennial Poster* *Readings:* *Guide to Graphic Design - Santoro*

**Week 7** *Lecture:* **MID-TERM EXAM**  
*Studio:* Individual reviews

**Week 8** *Lecture:* Guest Speaker TBA  
*Studio:* Review of poster progress and finalize Manifesto  
*Reading:* *The Design of Everyday Things*

**Week 9** *Lecture:* Robert Indiana  
*Studio:* Final Poster Review // install manifesto on wall with vinyl  
*Assign Project 4: Interactive Info Design*  
*Reading:* *Envisioning Information*  
*Data Humanism, the Revolution will be Visualized. <https://medium.com/@giorgialupi/data-humanism-the-revolution-will-be-visualized-31486a30dbfb>*

**Week 10** *Lecture:* Information Design and Data Visualization

*Studio:* Class review: Visual Research and Draft Proposals

*Reading:* Dear Data, [Assigned](#); [Exercise 5](#); [Data Diary Postcard](#)

**Week 11** *Lecture:* Interaction

*Studio:* Review progress Ex. 5 // Interfaces

*Readings:* *The Design of Everyday Things*; *Designing Interactions*

**Week 12** *Lecture:* TBA

*Studio:* Review; Reading Review; Cohesion

Submit posters to Biennial - <http://bienalcartel.org/index.html>

**Week 13** *Lecture:* FINAL EXAM

*Studio:* Prepare Interactive .pdf for survey

**Week 14** *Lecture:* SURVEY PRESENTATION

*Studio:* All final work and revisions submitted for class review

**Week 15** *Lecture:* SURVEY PRESENTATION

*Studio:* one on one exit review