

S Y L L A B U S

CT300 Introduction to Digital Typography

SECTION 601 | MONDAY 12:10-3pm, MARVIN FELDMAN CENTER 511 | FALL 2017

PRE-REQ: CD372 Typography II | 2 credits, 1 lecture hour, 2 studio hours

PROFESSOR:

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Office hours: Monday 3pm–5pm, Wednesday 2pm–3pm, Thursday 2pm–3pm

COURSE DESCRIPTION:

Introduction to Digital Typography focuses on the fundamental typographic elements, theories, and skills that are unique to screen-based media. The instructor will begin the course by introducing touch-screen-based typographic layouts and responsive editorial design principles and techniques. The course will gradually progress to more expressive screen-based typography experimentations, including the integrations of type, sound, motion, and interactivity. The goal of the course is to enable students to create holistic and experiential typographic designs that go beyond the limitations of print.

STUDENT LEARNING OUTCOMES:

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

1. demonstrate an understanding of the typographic design principles and theories that are unique for screen-based media
2. establish typographic hierarchy based on modular scales for adaptive and fluid grids
3. demonstrate basic knowledge of responsive user interface (UI) design and typography for digital media
4. create typographic design solutions in the area of modern web and app design
5. elaborate the mobile-first typography design process, screen-based typography scale, and the concept relative hierarchy for responsive design.
6. create responsive designs utilizing a cloud-based content management system using Adobe Experience Mobile (AEM)
7. create a content centric design with a professional prototype pitch

PROJECTS:

Project 1: Device diagnostic recipe design (30%)
Project 2: Content centric design for a mobile device (40%)
Project 3: Case study reel (20%)

EVALUATION:

90% Projects
10% Class participation, homework, binder organization, and attendance

REQUIRED READING:

Due to the ever-changing nature of Digital Design, web resources will be assigned as required reading for this course.

Class website: <http://www.christieshin.com/>

UNIT/AREA OF STUDY:**UNIT 1 – MODERN WEB AND MOBILE DESIGN. RESPONSIVE TYPOGRAPHY FOR DIGITAL PUBLISHING**

Core concepts: Modern web and app design, responsive design, digital typography fundamentals, screen based interface design, content assessment, design with hierarchy, UI/UX design basics, Google fonts

Week 1-5 (5 lectures / 10 studio hours)

Project 1: Device diagnostic recipe design**Brief:**

This project is about responsive typography for the modern web design. The emphasis is user interface (UI) design for mainstream devices as well as content assessment and wireframing. The basic concepts and principles of UX/UI design specifics will be introduced.

Students form teams of 3 to 4 and define a theme which will be the core direction for the team's set of recipes. Each team will present a creative brief after brainstorming the overall visual direction and content. Each student will continue to develop an interface design for a chosen recipe within the core theme.

In terms of the project outcome, it is a single screen design with the mobile first approach. Students must develop systems that can handle reflowing content across multiple devices—mobile phones, tablets, laptops, and desktops, etc.

Creative brief (project definition):

- Description of a theme
- Mood board and general design direction for a theme
- Selected recipes (content)

Subject(content):

A theme based recipe

Project Specifications:

- Top level. Four different screen sizes

Duration of the project:

4 weeks

UNIT 2 – TYPE DOMINANT DIGITAL PRODUCT FOR A BRAND

Core concepts: Content marketing, content centric design, digital product, research and strategy, augmented reality (AR), content assessment and wireframing, information architecture, high

fidelity vs low fidelity prototype, prototype methods and tools, prototype pitch, UI/UX design, iterative design process, user test
Week 6-12 (7 lectures / 14 studio hours)

Project 2: Content centric design for a mobile device

Brief:

This project is to define a content marketing strategy and create a digital product for a major brand. Content marketing is one of the important strategic marketing approaches. It provides truly relevant and useful content to a brand's prospects and customers to help them solve their issues.

Students begin with research on content marketing case studies. Once students select a brand, they continue with in-depth research about the brand's insight, and their target audiences.

Students define the content marketing direction and develop the content accordingly. The core content will be composed through the process of wireframing, information architecture, and prototypes. Create a digital product either mobile web or App according to the defined content, features, and functionality.

The final outcome will be a mobile first digital product with multi-level interface design screens. After completion of the UI design, students will make a high fidelity prototype in order to pitch their strategy and idea.

Creative brief (project definition):

- Select a brand
- Brand's insight and target
- Define the content marketing direction (web, app, etc.)
- Competitor analysis
- Strategy and content

Subject(content):

Content marketing strategy for a brand.

Project Specifications:

- mobile web or app. multi level UI/UX design

Duration of the project:

6 weeks

UNIT 3 – PROFESSIONAL PRESENTATION OF A DIGITAL PRODUCT (MOBILE WEB OR APP)

Core concepts: Prototype pitch, case study reel

Week 13-15 (3 lectures / 6 studio hours)

Project 3: Case study reel

Brief:

This project is a professional presentation of a digital product that students created in the previous project. This prototype pitch will demonstrate clearly a digital project's content and features. The flow of content and key features will be highlighted with informational typography.

Students begin with storyboarding for the key features and record a prototype created by InVision or other prototype tools. Typography will be a leading element in this case study reel. Produce a case study reel using After Effects.

Subject(content):

Digital product pitch

Project Specifications:

- Screen size: 1920x1080 px
- Length: Max 2 minutes

Duration of the project:

2 weeks

COURSE CALENDAR:

WEEK 1: INTRODUCTION

1. Introduction of class, syllabus, projects

2. Lecture:

- Introduction to Project 1
- Modern Web and App design

3. In-class workshop

- Form a group & define a theme

4. Next class

Creative brief(project definition)

- Description of a theme
- Mood board (general design direction for a theme)
- Selected recipes (content)

WEEK 2:

1. Lecture

- Responsive design
- Screen based user interface design

2. In-class workshop

- Presentation and discussion

3. Next class

- First draft: wireframe for all

WEEK 3:

1. Lecture

- Digital typography fundamentals
- Google fonts

2. In-class workshop
 - Design review
3. Next week
 - Second draft: visual interface design

WEEK 4:

1. Lecture
 - Content assessment
 - Design with hierarchy
 - UI/UX design basics

2. In-class workshop
 - Design review

3. Next class
 - Presentation

WEEK 5: PROJECT 1 DUE. PRESENTATION/CRITIQUE

1. Next class
 - Content marketing
 - Brand research and case studies

WEEK 6:

1. Lecture
 - Introduction to Project 2
 - Content marketing
 - Digital product
 - Augmented Reality (AR)
 - Fairy Tale Fashion App process

2. In-class workshop
 - Content marketing case study discussion
 - Brand research
 - Project definition

3. Next class
 - Creative brief(project definition)
 - Select a brand
 - Brand's insight and target
 - Define the content marketing direction (web, app, etc.)
 - Competitor analysis
 - Strategy and content

WEEK 7:

1. Lecture
 - Content assessment and wireframing
 - Information architecture
2. In-class workshop
 - Presentation and discussion
3. Next week
 - Content development
 - Wireframe + information architecture

WEEK 8:

1. Lecture
 - one-on-one: Content assessment
2. In-class workshop
 - Content assessment
 - Paper prototype
3. Next week
 - First draft (first level & second level)

WEEK 9:

1. Lecture
 - High fidelity vs low fidelity prototype
 - Prototype methods and tools
 - Prototype pitch
2. In-class workshop
 - Design review
3. Next week
 - Second draft

WEEK 10:

1. Lecture
 - Prototype making using InVision
2. In-class workshop
 - Design review
3. Next week
 - Final design and Prototype making

WEEK 11:

1. In-class workshop
 - Design review and prototype making

2. Next week
 - Presentation

WEEK 12: PROJECT 2 DUE. PRESENTATION

1. Next week
 - Storyboard for the Digital product reel

WEEK 13:

1. Lecture
 - Digital product pitch (ideas and concepts)
 - Pitching ideas and concept

2. In-class workshop
 - Storyboard and content review

3. Next week
 - AE first draft

WEEK 14:

1. In-class workshop
 - Design review

2. Next week
 - Presentation

WEEK 15: PRODUCT 3 DUE. FINAL PRESENTATION AND CRITIQUE

BIBLIOGRAPHY:

Lupton, E., *Type on Screen: A Critical Guide for Designers, Writers, Developers, and Students (Design Briefs)*, US: MIT, 2014, Print.

Apfelbaum, S. & Cezzar, J., *Designing the Editorial Experience: A Primer for Print, Web, and Mobile*, US: Rockport Publishers, 2014, Print.

Heller, S. & Vienne, V., *Becoming a Graphic and Digital Designer: A Guide to Career in Design*, US: Wiley, 2015, Print.

Brownie, B., *Transforming Type: New Directions in Kinetic Typography*, US: Bloomsbury Academic, 2015, Print.

Bergsland, D., *Practical Font Design With FontLab 5*, US: CreateSpace Independent Publishing Platform, 2016, Print.

