

Unit 01: 24T4 ~ Responsive Page

24 Typefaces, Talents, Terms and Tech Companies *every student should know.*

Students will learn to code by creating a long responsive webpage divided into horizontal “sections” for each of the terms. Sections Include: Term, Term Application, Technology, Technology Significance, Talent Quote, Talent Bio, Typeface, Type On-Screen “rule”, Typeface footer credits for whole page.

Assignment:

Each student will choose one of 24 talent/term/technology pairings, research them and then pulling from the best of on-screen typography develop a one page programmed page beautifully illustrating each.

- TERM must be defined clearly
- TYPEFACE must establish a family of typefaces (at least 3 fonts) for this assignment
 - Display Font
 - Body Text Font
 - Subhead Font style
 - Quotation style
 - Credits style
 - Footnotes style
 - Headline style
- TECHNOLOGY / TECH COMPANY — must include either screen grab or logo from site. Must write a paragraph about the significance/contribution/value of this in screen-based design. Must include a hypertext link to site.
- TALENT - Must include a photograph, a quote about or from person. Must include 500 words about person and significance to design
- Typography must follow best practices including proper quotation marks, special characters, indentations, letter and line spacing, ligatures, dashes, must have at least 1 Google Font, at least 1 @font-face call
- Must be all programmed in HTML, CSS — code needs to be clear and easily understood, must include at least one downloaded and converted font; files need to be organized correctly following file naming, folder organization/naming and CSS guidelines
- All images need to be properly optimized
- Must include proper references, citations and credits for all art, text, imagery, video or sound.
- Each “section” must also be marked with an Anchor tag for easy navigation
- Page must have a menu bar at the top
- Css must use custom rules so not to conflict with rules other students may use

CODE Readings & Resources:

- CSS3: The Missing Manual
- <http://www.w3schools.com/>
- <https://www.codecademy.com/>

Typographic *exploration*



UNIT 1 BEGINS: [Type on Screen: A Critical Guide for Designers, Writers, Developers & Students](#), and a comparison of Robert Bringhurst's [The Elements of Typographic Style](#) - but applied to the web in [The Elements of Typographic Style Applied to the Web](#) by Richard Rutter

Ellen Lupton is a writer, curator, and graphic designer. She is director of the Graphic Design MFA program at Maryland Institute College of Art (MICA) in Baltimore, where she also serves as director of the Center for Design Thinking. As curator of contemporary design at Cooper-Hewitt, National Design Museum since 1992, she has produced numerous exhibitions and books, including *Mechanical Brides: Women and Machines from Home to Office* (1993), *Mixing Messages: Graphic Design and Contemporary Culture* (1996), *Letters from the Avant-Garde* (1996), and *Skin: Surface, Substance + Design* (2002).

Type on Screen is the definitive guide to using classic typographic concepts of form and structure to make dynamic compositions for screen-based applications. Covering a broad range of technologies—from electronic publications and websites to videos and mobile devices—this hands-on primer presents the latest information available to help designers make critical creative decisions, including how to choose typefaces for the screen, how to style beautiful, functional text and navigation, how to apply principles of animation to text, and how to generate new forms and experiences with code-based operations. *Type on Screen* is an essential design tool for anyone seeking clear and focused guidance about typography for the digital age.

Emily's website: www.elupton.com

Websites

<http://theuniversaltypface.com/explore/gender/female>

<http://mckl.webtype.com/>

<http://whatacharacter.info/>


<http://practicaltypography.com/>

24 Typefaces, Talents, Terms and Tech Companies *every student should know.*

	Terms:	Talent:	Technology/Org	
___	Unit 01			
1.	CMS	Matt Mullenweg	www.wordpress.com	
2.	WYSIWYG			1/13
3.	CSS	Rachel Nabors	www.webanimationsweekly.com www.rachelnabors.com	1/20
4.	Human-Centered Design	Greg Gibilisco	www.maya.com	1/25
5.	Design Thinking	Fred Dust	www.ideo.com	1/25
6.	Behavior design	Susan Weinschenk	www.theteamw.com	1/25
7.	Webfonts	Jeffery Veen	www.Typekit.com	1/27
8.	Responsive Type	Richard Rutter	www.webtypography.net	2/1
9.	Universal Typography	Tim Brown	www.nicewebtype.com http://theuniversaltypface.com	2/3
10.	Multisensory Type	Sarah Hyndman	http://www.typpetasting.com/ https://youtu.be/OXc-VZ4Vwbo	2/3
11.	Information Architecture	Chris Risdon	www.adaptivepath.com	2/8
___	Unit 02			
12.	Data Visualization	Lev Manovich	www.manovich.net	2/15
13.	Design Strategy	Michael Rock	www.2x4.org http://multifesto.2x4.org/	2/17
14.	User Interface (UI)	Jongmin Kim	Form Follows Function http://fff.cmiscm.com/#!/main	2/22
___	Unit 03			
15.	Prototyping	Clark Valberg	www.invision.com design.google.com/videos/prototyping-2015	2/29
16.	Wireframes			2/29
17.	Personas	Taras Wayner	www.rga.com	3/2
18.	Style Tiles	Samantha Warren	http://styletil.es/	3/7
19.	Responsive Design	Vitaly Friedman	www.smashingmag.com	3/9
20.	Media Queries	Phil Hawksworth	www.rga.com/	3/9
21.	Patterns	Brad Frost	https://bradfrost.github.io/this-is-responsive/	3/14
22.	Mobile First	Luke Wroblewski	www.lukew.com	3/14
23.	Material Design	John Wiley	design.google.com/videos/palette-perfect	3/16
___	Unit 04			
24.	User Experience (UX)	Josh Payton	www.huge-design.com/	3/30
25.	Digital Product Design	Hans Neubert	www.frog.com	4/4
___	Unit 05			
26.	CMS	Matt Mullenweg	www.wordpress.com	4/11
27.	Transmedia Design	Ian Adelman	www.nytimes.com/projects/2012/snow-fall/	4/13
28.	Google Cardboard	David Coz	www.wired.com/2015/06/inside-story-googles-unlikely-leap-cardboard-vr/	4/18

Unit 01: Introduction to Web Typography


DAILY SCHEDULE

M: January 11 

Lecture 1: Syllabus & Project Overviews »
TERM: CMS

Class: Posting in WP » Categories » Pages »

HOMEWORK: Create an About Page for yourself in WP »
Read CSS Missing Manual; Chapter 1 ~ HTML for CSS



W: January 13 

Lecture: TERM: WSYIWYG
Discuss difference between a dynamic site and a flat site
Discuss structure of WP
Project 1 Overview » Assign T+T+T+T
Watch my intro Dreamweaver Video »

LAB: Create a Code Academy Account » Do lessons 1,2

HOMEWORK: Read CSS Missing Manual; Chapter 2 ~ Style Sheets
Read CSS Missing Manual; Chapter 3 ~ Selectors
Research, Write & Blog about **TERM** assigned (category TERM) »

M: January 18 CLOSED MLK



W: January 20  

Lecture: TERM: CSS »
Presentation: Rachel Nabors; webanimationsweekly.com
How to place category pull and put into a page »
Discuss style sheets » Internal, external, organization »

DISCUSSION: TERMS

LAB: Read & Do Tutorial: CSS Missing Manual; Chapter 4 ~ Inheritance

HOMEWORK: Research, Write & Blog about **TECHNOLOGY** assigned »

M: January 25  

Lecture: TERM: Human-Centered Design + Design Thinking + Behavioral Design
Presentation: Greg Gibilisco; www.maya.com
Presentation: Brad Frost; www.ideo.com
Presentation: Susan Weinschenk; www.theteamw.com

DISCUSSION: TECHNOLOGY

LAB: Read & Do Tutorial: CSS Missing Manual; Chapter 5 ~ Cascade

HOMEWORK: Research, Write & Blog about **TALENT** assigned »

W: January 27



Lecture: TERM: Webfonts
PRESENTATION: Jeffery Veen; TypeKit
DISCUSSION: TALENT
LAB: Read & Do Tutorial: CSS Missing Manual; Chapter 6 ~ Type
HOMEWORK: Create 8.5 x 11 horizontal typesetting of term of your screens using webfonts

M: February 1



Lecture: TERM: Responsive type
Presentation: Richard Rutter; www.webtypography.net
DUE: TYPE Design Sketch 1
LAB: Read & Do Tutorial: CSS Missing Manual; Chapter 7 ~ Margins, Padding, Borders
HOMEWORK: Create 8.5 x 11 horizontal typesetting of technology & talent of your screens using webfonts
Do Revisions + Begin Programming

W: February 3



Lecture: TERM: Multisensory Typographer
TERM: Universal Typography
DISCUSSION: Presentation: Sarah Hyndman, Type Taste
Presentation: Tim Brown; <http://theuniversaltypface.com>
DUE: Type Design Sketch 2
LAB: Read & Do Tutorial: CSS Missing Manual; Chapter 8 ~ Graphics
HOMEWORK: Do Revisions + Begin Programming

M: February 8

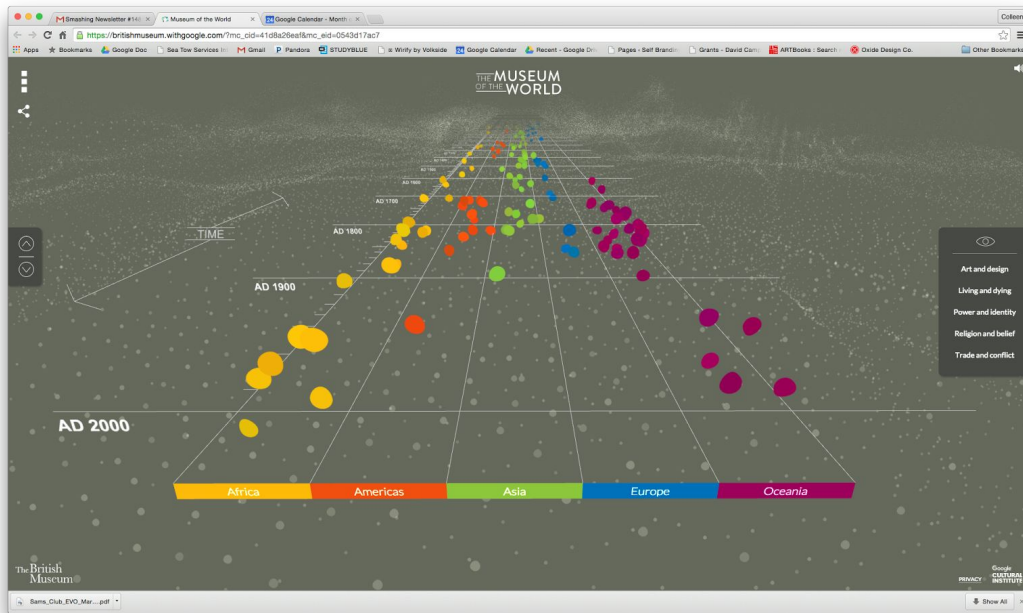
Lecture: Term: INFORMATION ARCHITECTURE
Presentation: Chris Risdon; www.adaptivepath.com
DEMO: Typographic details
LAB: In Class Work Time
HOMEWORK: Do Revisions + Finish Programming

W: February 10



Due: CRITIQUE WEB TYPOGRAPHY 24T

Unit 02: 24T4 ~ Advanced Navigational Design



24 Typefaces, Talents, Terms and Tech Companies *every student should know.*

Students will study the relationships between the terms, companies and people and visually design an interface that challenges conventional ways of organization, access and interactivity.

Assignment: Design one navigation for EVERY student's terms, talents and typefaces.

1997 as Plumb Design, Inc.

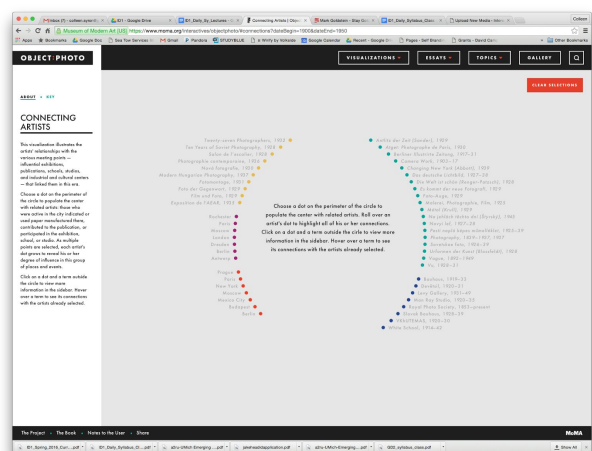
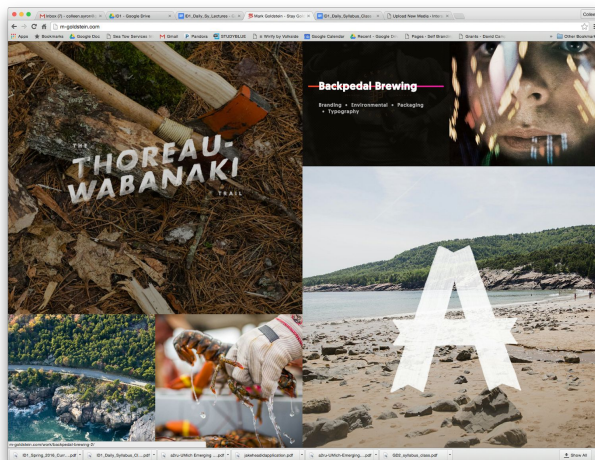
- <http://www.thinkmap.com/>
- <http://www.visualthesaurus.com/app/view>

Masonry Style Navigation

- <http://m-goldstein.com/>


Data Visualization - Museums

- <https://www.moma.org/interactives/objectphoto/#home>
- <https://britishmuseum.withgoogle.com/>




Unit 02: Advanced Navigational Design

DAILY SCHEDULE

M: February 15 

Lecture: TERM: Data Visualization
DISCUSSION: Presentation: Lev Manovich; www.manovich.net
Introduction to Unit 02
In Class Connections Activity
LAB: Read & Do Tutorial: CSS Missing Manual: Chapter 9 ~ Navigation
HOMEWORK: Draw out connections in illustrator diagram

W: February 17 

Lecture: TERM: Design Strategy
Presentation: Michael Rock; www.2x4.org
Discussion Wireframes
DUE: Interface 2 different interface sketches (pencil)
LAB: Read & Do Tutorial: CSS Missing Manual: Chapter 10 ~ Transitions, Transforms & Animation


M: February 22 

Lecture: TERM: User Interface (UI)
Presentation: Jongmin Kim; Form Follows Function
LAB: Read & Do Tutorial: CSS Missing Manual: Chapter 11 ~ Tables & Forms
DUE: 1 Refined Interface Sketch (Ill or PS)

W: February 24 

Lecture: CRITIQUE NAVIGATION IDEATION FOR ALL 24T
Color Print

Unit 03: Introduction to Site Design


M: February 29 

Lecture: TERM: Prototyping
TERM: Wireframing
Presentation: Clark Valberg; www.invision.com

DISCUSSION: Competitive Research
Functional Specs

LAB: Read & Do Tutorial: CSS Missing Manual: Chapter 12 ~ Page Layout


HOMEWORK: Wireframe home page of one competitive site
Write Strategy Brief

W: March 2 

Lecture: TERM: Personas
Presentation: Taras Wayner; www.rga.com
TERM: User-centered design

DISCUSSION: Wireframes, Responsive, Grid

HOMEWORK: Wireframe of Home + 2 inside page

M: March 7 

Lecture: TERM: Style Tiles
Presentation: Samantha Warren; <http://styletil.es/>

LAB: Read & Do Tutorial: CSS Missing Manual: Chapter 13 ~ Float Layouts

HOMEWORK: Functional Specifications
Wireframe revisions

W: March 9 

Lecture: TERM: Responsive Design
Presentatin: Vitaly Friedman; www.smashingmag.com
TERM: Media Queries
Presentation: Phil Hawksworth; www.rga.com/
In class create style tile

HOMEWORK: Design Home page



M: March 14

Lecture: TERM: Mobile First
Presentation: Luke Wroblewski; www.lukew.com
TERM: Patterns
Presentation: Brad Frost; <https://bradfrost.github.io/this-is-responsive/>
LAB: Read & Do Tutorial: CSS Missing Manual: Chapter 14 ~ Responsive Web Design
HOMEWORK: Revisions to Home Page, design inside page

W: March 16

Lecture: Material Design
Presentation: John Wiley; design.google.com/videos/palette-perfect
HOMEWORK: Design rest of site, storyboard animation

W/O 3/22-24 Spring break



M: March 28

Lecture: CRITIQUE Site design
DISCUSSION: Class project take the Terms from Project 1 and map them
Examine: The Museum of the World
britishmuseum.withgoogle.com
HOMEWORK: Sketch/wireframe

Unit 04: Site Storytelling & Animation



W: March 30

Lecture: TERM: User Experience (UX)
Presentation: Josh Payton www.huge-design.com/
DISCUSSION: Storytelling
LAB: Read & Do Tutorial: CSS Missing Manual: Chapter 15 ~ Positioning
HOMEWORK: Storyboard Animation



M: April 4

Lecture: TERM: Digital Product Design
Presentation: Hans Neubert; www.frog.com
LAB: Read & Do Tutorial: CSS Missing Manual: Chapter 16 ~ Printing
Due: Storyboard
HOMEWORK: Design Animation

W: April 6



Lecture: CRITIQUE Animation & Site

Unit 05: Portfolio Site & Behance

M: April 11



Lecture: TERM: CMS
Presentation: Matt Mullenweg; www.wordpress.com
DISCUSSION: Installing a Word Press Theme; Determining a good theme
LAB: Read & Do Tutorial: CSS Missing Manual: Chapter 17 ~ Style
HOMEWORK: Research & Find a theme

W: April 13



Lecture: TERM: Transmedia Design
Ian Adelman; www.nytimes.com/projects/2012/snow-fall/
DISCUSSION: How to create a Behance portfolio page
How to document site design
HOMEWORK: Sketch Project 1 documentation

M: April 18



Lecture: TERM: Google Cardboard
Presentation: David Coz
DISCUSSION: Review sketches
Due: Documentation sketch
HOMEWORK: Refine documentation, tell a story

W: April 20



Lecture: SLAM ? HUDL Tour ?

M: April 25



Lecture: Written Exam
HOMEWORK: Finish site

W: April 27



Lecture: Final Portfolio Site Design & Class Documentation

The course grading

Projects (5 projects)	500 pts
01. Type Page	100pts
02. Complex Navigation	100pts
03. Site Design	140pts
04. Site Storytelling	60pts
05. Portfolio site	100pts
Technology Labs (15; 10pts each)	150 pts
Creative Deliverables (10; 10pts each)	100 pts
Blog (30; 5pts each)	150 pts
with Creative Process Assignments in blog	
Presentation (TTT)	20pts
Paper/Post Hyde lecture	20pts
Effort / Engagement	20pts
Total	1000 pts



Technology Labs: Mastering Illustrator, Photoshop & InDesign is an important part of this class. Students will sign up to teach one in-class technology lab per application. Students will be graded on their ability to prepare sample files, teach advanced techniques and provide any necessary handouts to supplement the learning. Each lab should be a 15 minute lecture/demonstration followed by 30 minute exercise.



Discussions: This is a rigorous class that will introduce you to many complex concepts. The two books assigned will be the backbone of all class discussions. Students must be prepared to discuss the assigned chapters on the day they are due. Students will be graded on whether they have read, understood and engaged with the content.



Creative Process Assignments: This is the fun part! Each assignment will have mini process assignments that student can build upon for their final project. Process assignments will include items familiar to them like creative briefs, wireframes, flow charts. These will be easy and fun.



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