

TYPOGRAPHY I

Week 1 LETTER

Class exercise: Drawing Letterforms/Letterform Terminology

Project: TYPOGRAPHY JOURNAL (ongoing).

Over the course of the semester, collect samples of typography. You may sketch, photograph, cut items from magazines, find scraps of paper on the street, or cut out bits of packaging. Create a two-inch-square sample of each specimen that you find. (Making a viewfinder will help you frame your samples nicely as well as cut them out without measuring.) Arrange your specimens in a simple grid (2 columns, 4 rows, all cells touching.) Complete 8 entries by end of semester.

Due next week: at least one diary entry; complete letterform drawings if necessary.

Reading (for next week): "Letter," from *Thinking w/Type*

Week 2 LETTER

Lecture: History of Typography/Typeface Terminology

Project: TYPE PROTOTYPE (Begin sketching during class; complete design due next week). Develop a concept for a new font whose forms relate to an 9 x 9 square grid. Each box in the grid must be either "on" or "off." You have no curves or true diagonals. Represent the letters A, B, C, P, Q, R, in capitals only. Draw your letterforms on a sheet of graph paper. Consider proportion, weight, and structural features such as height of cross bars, how elements end, how to accommodate curves and diagonals within the grid of squares, etc. Give your typeface a name.

Week 3 WORD

Critique: TYPE PROTOTYPE

Final design due next week..

Project: WORD COMPOSITIONS two words from the list provided. Create a composition for each word that expresses the meaning of the word. (See details on project sheet.) Begin work in class.

Week 4 WORD

Critique: WORD COMPOSITIONS

Project: Choose one of your words and make it into the identity of a business or organization (café, theater, store). Apply your identity to an object (t-shirt, mug, building, van). Represent your object within a 6-inch square. (See details on project sheet.)

Reading (for next week): “Text,” from *Thinking w/Type*

Week 5 TEXT

Lecture: Text Terminology / InDesign or Quark workshop

Critique: WORD COMPOSITIONS

Project: TEXT COMPOSITION (First draft due next week; final due the following week). Within a 6 x 6 square, compose the text in a manner that expresses its meaning. Use 9 pt. Adobe Garamond only. Use variations in alignment, leading, line length, orientation, and spacing. Avoid variations in weight, style, or size. (See details on project sheet.)

Week 6 TEXT

Critique: TEXT COMPOSITION (first draft)

Class project: PARAGRAPHS. Working singly or in teams of two, devise many different ways to break the text provided into paragraphs. Work in InDesign. Be creative! Win valuable prizes!

Due next week: Revised version of TEXT COMPOSITION.

Reading (for next week): “Grid,” from *Thinking w/Type*

Week 7 GRID

Lecture: GRID

Project: GRID Arrange the text provided on a grid. Page size is 8 x 8 inches. Create three variations. (See project sheet for details.)

Week 8 POSTER

Critique: GRID

Lecture: POSTER DESIGN AND HIERARCHY

Project: POSTER Design an 11 x 17 poster for a lecture series about contemporary design, using the text provided. Your poster may include typography, blocks of color, lines, and abstract shapes. It may not include images.

Week 9 POSTER
Critique: POSTER

Week 10 POSTER
Critique: POSTER

Project: BOOK All students will design and produce two copies of a 16-page book. Create your own content, or use a text provided by instructor. Next week, be prepared to discuss your book idea. What is the content? How will you approach the design?

Week 11 BOOK

Workshop: BOOKBINDING In this hands-on bookbinding workshop, you will learn a few simple bookbinding techniques.

Discussion: Student book concepts; look through examples of interesting books by designers

Due next week: Begin designing your book. The format of your book is 7 x 7 inches. You may choose a different shape or size if you have a reason. Bring in at least 4 sample spreads.

Week 12 BOOK
Individual critiques: BOOK

Due next week: Continue working on your book.

Week 13 BOOK

Due next week: Prepare a complete dummy of your book, in full-scale double-page spreads, trimmed to the edge and taped together in sequence.

Week 14 BOOK
Individual critiques: BOOK

Week 15 FINAL REVIEW

Instructor will meet with each student individually; bring all projects.