**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 \hspace{1cm} \textbf{WORD}

\textit{Critique: word compositions}

\textit{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.)

\textit{Reading (for next week):} “Text,” from \textit{Thinking w/Type}

Week 5 \hspace{1cm} \textbf{TEXT}

\textit{Lecture:} Text Terminology / InDesign or Quark workshop

\textit{Critique: word compositions}

\textit{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 \hspace{1cm} \textbf{TEXT}

\textit{Critique: text composition} (first draft)

\textit{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!

\textit{Due next week:} Revised version of text composition.

\textit{Reading (for next week):} “Grid,” from \textit{Thinking w/Type}

Week 7 \hspace{1cm} \textbf{GRID}

\textit{Lecture: grid}

\textit{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 \hspace{1cm} \textbf{POSTER}

\textit{Critique: grid}

\textit{Lecture: poster design and hierarchy}

\textit{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.