

2102.101 Typography

Spring 2010
Barbara Yale-Read
T/R 1–2:50

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- 1.12 FIRST DAY OF CLASS Monoline – Roman Capital Letters.
Assignment: 4 Exercises.
Read pages 6–26 of *The Fundamentals of Typography*. Read pages 13 – 16 in *Thinking with Type*. Give out directions for Project 1a: Alphabet quotation in monoline Roman Capitals.
- 1.14 Work on exercises in class. Look at roughs, sketches for Project 1a. Assignment: Read pages 67, 81 – 91 in *Thinking with Type*. Work on completing Project 1a
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- 1.19 Project #1a due; CRITIQUE. Introduction to lower case letters.
Assignment: Begin lower case exercises (4) Give out directions for Project 1b: Haiku Poem with monoline upper and lower case letters. Read: p 27, 28 of *The Fundamentals of Typography*.
- 1.21 Work on lower case exercises; Individual critique. Individual critique on sketches for project 2.
Assignment: Work on Project 1b and exercises
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- 1.26 Project 2 due; CRITIQUE.
Assignment: Complete Projects 1a and 1b, mat and cover with acetate.
- 1.28 Projects 1a and 1b handed in, matted.
LECTURE AND SLIDES/EXAMPLES: Organizational Techniques of using type— Line, Grid, ABA.
Assignment: Exercises (3) on line, grid, ABA. Read pages 95 – 107, 113 –129 in *Thinking with Type*. Bring in a label from a food product for next class. Bring your textbook: *Thinking with Type*.
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- 2.2 Line/Grid/ABA exercise due. Brief critique. Introduction to Typeface Classification. Begin Project 3: Typographic Variations within Changing Parameters.
Assignment: Work on parts 1 and 2 of Typographic Variations; 5 roughs each for parts 1 & 2 due. Read pages 42 – 47 of *Thinking with Type*. Read p. 28–34, 36–69, 82–111 in *The Fundamentals of Typography*.
- 2.4 Critique of 5 roughs each for Parts 1 and 2.
Assignment: Begin working on Parts 3 and 4; revise Parts 1 and 2
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- 2.9 Critique of 5 roughs each for Parts 3 and 4.
Assignment: Work on all 4 parts – revise
- 2.11 Snow Day
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- 2.16 In class critique; demo of portfolio presentation
Assignment: Finish all 4 parts of Project 2
- 2.18 Project 2 due: critique. All parts should be presented as indicated in the project handout.
Assignment: Project #3: 15–20 thumbnails for a Poster for a Typographer. Use Meggs' *History of Graphic Design* as a source, as well as *The Fundamentals of Typography* (pp.30–37) Bring in source material on 5 different typographers – books, periodicals and/or websites.
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- 2.23 Thumbnails and source material due for poster.
Assignment: 15 computer roughs for Typographer Poster.
- 2.25 15 computer generated roughs for Typographer Poster; computer critique.
Assignment: Refine roughs
Review for Midterm Exam

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- 3.2 Critique on refined roughs for Typographer Poster
Assignment: Work on final Typographer Poster
- 3.4 MIDTERM EXAM. Individual critique of posters. (after exam)
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- 3.9 SPRING BREAK
- 3.11 SPRING BREAK
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- 3.16 Typographer Poster due, critique. Introduce Calendar project. Assignment: Begin Calendar design; 15 – 20 thumbnails/roughs. Review the grid in both textbooks. Read pp. 38–53 of *The Fundamentals of Typography*.
- 3.18 Critique of thumbnails for Calendar
Assignment: Choose your best thumbnails and begin working on roughs. Concentrate on working in grayscale, refining your 5 best designs.
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- 3.23 Black and white calendar comps due (5), critique
Assignment: Begin color application to your best designs.
- 3.25 Critique of color comps (3-5) for calendar
Assignment: Finish, print and mat your Calendar.
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- 3.30 Project #5 (calendar) due, matted and acetated. CRITIQUE.
Begin Project #6: Graphic Itinerary.
Assignment: Bring materials (research) to class to work on thumbnails of graphic itinerary. 10 versions of covers, inside spreads and final posters due next class
- 4.1 Work in class on thumbnails for graphic itinerary.
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- 4.6 EASTER BREAK
- 4.8 Critique of thumbnails
Assignment: Select your best design elements and begin working on your book. Your objective is to have several pages designed by next Monday.
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- 4.13 Work in class on graphic itinerary
- 4.15 Computer critique of roughs
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- 4.20 Demonstration of book binding techniques
- 4.22 Final critique before book is due. Review for final exam.
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- 4.27 Last day of class. Final project due, final exam
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The above schedule is tentative. Changes will probably be made as necessary during the semester and it is the student's responsibility to be aware of any changes, particularly if the student misses class.