

2102.102 Typography

Schedule for Spring 2012
Barbara Yale-Read
T/X 4:30 – 6:20

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- 1.17 **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.
- 1.19 Work on your exercises in class. Work on roughs, sketches for Project 1a. Assignment: Read pages 67, 81 – 91 in *Thinking with Type*. Work on completing Project 1a
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- 1.24 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*.
- 1.26 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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- 1.31 Project 1b due; CRITIQUE.
Assignment: Complete Projects 1a and 1b, mat. Bring in a label from a food product for next class.
- 2.2 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 your textbook: *Thinking with Type*.
Begin Project 3: Typographic Variations within Changing Parameters.
Assignment: Work on parts 1 and 2 of; 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*.
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- 2.7 Work on completing Line/Grid/ABA exercise, Parts 1 & 2 of Typographic Variations
- 2.9 Line/Grid/ABA exercise, Parts 1 & 2 of Typographic Variations due, critique.
Lecture: Typeface Classification. Assignment: Work on Parts 3 & 4
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- 2.14 Critique of 5 roughs each for Parts 3 and 4.
Assignment: Work on all 4 parts – revise
- 2.16 In class critique; demo of portfolio presentation
Assignment: Finish all 4 parts of Project 2
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- 2.21 Critique of all revisions, work in class
- 2.23 Project 2 due: critique. All parts should be presented as indicated in the project handout.
Assignment: Project #3: 15–20 thumbnails for a Type History Poster. 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 and relating historical events.
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- 2.28 Thumbnails and source material due for poster. 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. Assignment: 15 computer roughs for History Poster.
- 3.1 15 computer generated roughs for History Poster; computer critique.
Assignment: Refine roughs
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- 3.6 Workday; Review for Midterm Exam
- 3.8 Individual critique of posters. Review for Midterm Exam
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- 3.14 SPRING BREAK
- 3.16 SPRING BREAK
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- 3.20 Critique of final comps for Typographer Poster.
- 3.22 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*.
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- 3.27 MIDTERM EXAM. Critique of thumbnails for Calendar Power of Design: March 27 – 30
 Assignment: Choose your best thumbnails and begin working on roughs. Concentrate on working in grayscale, refining your 5 best designs.
- 3.29 Workday; individual critique
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- 4.3 Black and white calendar comps due (5), critique
 Assignment: Begin color application to your best designs.
- 4.5 Critique of color comps (3-5) for calendar
 Assignment: Finish, print and mat your Calendar.
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- 4.10 EASTER BREAK
- 4.12 Project #5 (calendar) due, matted. 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.
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- 4.17 Work in class on thumbnails for graphic itinerary.
- 4.19 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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- 4.24 Computer critique of roughs
- 4.26 Demonstration of book binding techniques
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- 5.1 Work in class, individual critique
- 5.3 Final critique before book is due. Review for final exam.
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Final Exam: Tuesday, May 8 @ 6 pm: Type Books due, final exam

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.