

TYPO- GRAPHY ELE- CTIVE

section two

MONDAYS + TUESDAYS

12:30 – 05:30

wintersession 2009

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TEXTBOOK **Thinking with Type:**

A Critical Guide for Writers, Designers, Editors, and Students.

Ellen Lupton (Princeton Architectural Press, 2004)

COURSE OBJECTIVES this class is an introduction and an overview of typography. It will discuss both traditional typesetting and contemporary/experimental type. Through the 6 weeks of wintersession the students will be exposed to the vocabulary of typography, a historical context, a computer-based skill set, book-design, poster-design and expressive typography.

COURSE REQUIREMENTS Students are required to attend every class session. Classes will begin promptly at 12:30. Please come to every class prepared with your completed assignment, the Lupton text, and any supplies noted on the syllabus, or announced in the previous class.

GRADING 20% attendance
20% participation
20% assignment 1
20% assignment 2
20% assignment 3

please note: participation in critiques and discussions is mandatory, and required for a favorable grade.

the criteria for evaluation of the assignments are: idea, execution, effort and punctuality.

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SUPPLIES your syllabus!

your computer
sharp pencils and a pencil sharpener
notebook or sketchbook
clear push-pins
x-acto knife with fresh blades
glue stick
small cutting mat
scissors

RECOMMENDED PRINT the textbook!

A Type Primer, [John Kane](#)

Designing with Type: The Essential Guide to Typography, [James Craig](#)
eye magazine

emigre magazine

InDesign Type by [Nigel French](#)

Printing Types by [Alexander Lawson](#)

Tactile: High Touch Visuals by [Robert Klanten](#), [Sven Ehmann](#), and [Matthias Hubner](#)

The Complete Manual of Typography, [James Felici](#)

The Elements of Typographic Style, [Robert Bringhurst](#)

The New Typography, [Jan Tschichold](#)

Type-One: Discipline and Progress in Typography by [Mika Mischler](#), [Silja Bilz](#), and [Robert Klanten](#)

Typography, [Emil Ruder](#)

Type Addicted (The New Trend of a to Z Typo-Graphics) by [Victionary](#)

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HELPFUL WEBSITES

adobe.com
dafont.com
emigre.com
fontbureau.com
thinkingwithtype.com
typeculture.com
typoteque.com
typographica.org
underware.nl

A FEW SOLID TYPEFACES

Adobe Garamond
Adobe Caslon
Adobe Jenson
Akkurat
Akzidenz Grotesque
Baskerville
Bickham Script
Bodoni
Century Schoolbook
Chapparral Pro
Clarendon
Didot
Dolly
Eureka / Eureka Sans*
Filosofia

for the purposes of this class we will exchange typefaces but in a professional context it is important to purchase them and avoid legal issues...

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Flama
(TYPEFACES cont.)
Frutiger
Futura
Gill Sans
Gotham
Greta
Helvetica / Helvetica Neue
Joanna
Mrs. Eaves
Meta
National
Neutra
Scala / Scala Sans
Thesis (The Sans / The Serif / The Mix)
Trade Gothic
Univers
Vag Rounded

INTERESTING DESIGNERS

Happy Pet
ATELIER TELESCOPIQUE
Pixelgarten: Pixelgarten
Experimental Jetset
Paul Sahre
+++

this list of new designers is very short and limited. feel free to add to it and share with you classmates the new work and people you are interested in...

A FEW RESOURCES AROUND CAMPUS

concept links. printer, 355 S Main St, Providence, (401) 273-0535.
precision laser. laser-cutting. 1090 Main St # 407, Pawtucket, (401) 722-7270
type-shop 3rd floor DC. letterpress studio, guillotine, wiro binding
bookmaking studio 48 Waterman. bookmaking studio, guillotine, wiro binding
special collection 2nd floor library. artist books & publications
image collection at the library.

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WEEK ONE

DATE: Monday January 5th

30 minute LECTURE: Introduction To Typography: A Brief History, The Discourse around it. Type Is Everywhere: the multiple ways in which it interrupts our lives. *review syllabus...*

IN CLASS: collage exercise: make a composition on a 12x12 inch page using found typography in newspapers and magazines + screening of Helvetica, a documentary film by Gary Hustwit. (time permitting.)

HOMEWORK: finish collage, scan and printout.

First One Word assignment handed out.

MATERIAL: magazines, newspapers, scissors, glu sticks (12x12 sheets of paper provided.)

DATE: Tuesday January 6th

DUE: finished collages.

30 minute LECTURE: The anatomy of letters, important vocabulary, type classification. LOGOS.

IN CLASS: review collages + Indesign and Illustrator software demo + begin in class work on a logo.

HOMEWORK: finish the inclass logo, printout 3 variations of the same logo: one black/white, one color, one textured. Collect content for Poster Project.

MATERIAL: computers, drawing materials, push-pins.

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WEEK TWO

DATE: Monday January 12th

DUE: Logos printed out, One Word assignment, content for poster.

30 minute LECTURE: Hierarchy in Type + Type & Image.

IN CLASS: critique one word assignment + trouble-shoot software problems + present content for Poster Project and begin work.

HOMEWORK: first variations of the Poster Project.

MATERIAL: Computers, drawing materials, push-pins.

DATE: Tuesday January 13th

DUE : part 1 of Poster Project.

30 minute LECTURE: Grids and Serializing.

IN CLASS: critique posters + work in class.

HOMEWORK: new One Word assignment.

MATERIAL: Computers, drawing materials, push-pins.

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WEEK THREE

DATE: Monday January 19th

DUE: One Word assignment, part 2 of the Poster Project.

30 minute LECTURE: Experimental Typography + Tactility in Type + The Handmade.

IN CLASS: critique One Word assignment, review Poster Project.

Work in class.

HOMEWORK: final variation of the poster project due January 26th + have idea for the zine content.

MATERIAL: Computers, push-pins.

DATE: Tuesday January 20th

DUE: part 3 of Poster Project.

30 minute LECTURE: Book Design, Type-Setting + The Finer Points in Typography.

IN CLASS: work on poster project + trouble-shoot software issues + present idea for zine.

HOMEWORK: New One Word assignment, final Poster due next week.

MATERIAL: Computers.

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WEEK FOUR

DATE: Monday January 26th

DUE : One Word assignment, part 4 Poster Project.

30 minute LECTURE: Type on Screen: Type on the Web & In Motion.

IN CLASS: critique One Word assignment, review + finishin posters, present content (written component for the zine).

HOMEWORK: grid, typeface choice and content for the zine.

Final poster due next class.

MATERIAL: computer.

DATE: Tuesday January 27th

DUE: final Poster (2 copies,) grid, typeface choice and first set of designs for the zine.

30 minute LECTURE: On demand

IN CLASS: Critique Posters & trade! begin work on zine. vist special collections to look at artist books and publications. (time permitting.)

HOMEWORK: New One Word assignment, progress on the zine.

MATERIAL: computers

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WEEK FIVE

DATE: Monday February 2nd

DUE: One Word assignment, progress on zine.

LECTURE: TBA on demand

IN CLASS: critique One Word Assignment + work on zine.

HOMEWORK: work on zine.

MATERIAL: computers, push-pins.

DATE: Tuesday February 3rd

DUE: progress on the zine.

LECTURE: TBA on demand

IN CLASS: work on zine.

HOMEWORK: New One Word assignment, work on zine.

MATERIAL: computers.

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WEEK SIX

DATE: Monday February 9th

DUE: Final One Word assignment,

IN CLASS: final tweaks on all projects.

MATERIAL: computers.

DATE: Tuesday February 10th

DUE: 2 copies of ZINES DUE + CD of all of your final files (all the one word assignments, final posters and zine spreads.)

IN CLASS: critique zines, celebrate!

MATERIAL: push-pins.

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ASSIGNMENTS all of the assignments are introduced the first day of class. the students are responsible for finding/generating interesting content for the poster and the zine project... ALL FINAL WORK IS DUE ON FEBRUARY 10. You must factor-in printing, printing errors, last minute mistakes so to make sure your projects are done on time!

ASSIGNMENT 1: one word assignment. each week a word will be assigned and you will be asked to make an expressive composition of 148x210mm using the word. Unusual materials, experimental uses of typography, photographed, hand-drawn or sculptural letters are encouraged. Try to illustrate the meaning of the word in the composition.

these compositions will be due each week and critiqued in class. On the final day you will hand in a CD with all 5 compositions in digital form.

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ASSIGNMENT 2: poster for an event/
a band/a book/a film/a lecture/an
exhibition of your choice. The final
poster must be 22x36 inches, the
earlier designs can be tiled.

This assignment is about working with a grid, different levels of hierarchy in
typography. Setting a paragraph of type. Organizing information.

You are free to chose the topic of your poster as long as it satisfies these
requirements:

- + It must have a main title + a sub-title.
- + There must be people involved (min 1 person.)
- + It must contain 3 dates minimum.
- + And a paragraph of text that explains the event (100 words.)
- + The project is in 4 stages.

PART 1. start designing the poster for your set event using only one type face at one
size. You may use caps, lowercase, italics and bolds.

PART 2. you can now add changes in scale.

PART 3. you may now add color and different typefaces (hand-drawn/experimental if
you want)

PART 4. You may now add an image or texture.

adding an image to the poster may change some of the decisions you
have made with the typography so far. Feel free to almost completely change
the composition you had been working with before.

on January 27th, 2 posters are due, one will be traded.

All the variations will be considered
in evaluating the poster project. For the final
you may print the earlier ones in a smaller
11x17 format and just the final version in
large and color.

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ASSIGNMENT 3: 12 page instructional zine including type and image. This zine can be on anything you want (this can be an opportunity to do something relating to your work or interests.

the zine must include a title page

a half title page

a table of contents

a page number (folio) and a colophon

on the last day of class, 2 zines are due, one will be traded.

the format and binding method for the zine is up to each student so that is may fit the content appropriately...

SHORT EXERCISES

Aside from the assignments we will have 2 short in-class exercises to be completed in a day.

A COLLAGE: make a new composition on a 12x12 inch page by using found typography in newspapers and provided print materials.

A LOGO: by combining a minimum of 2 letter-forms, draw a logo for an imaginary company/person/band/ or store. You may draw, use the computer or collage... Be conscious of making a *mark* that can be read. work with form and counter forms.

These short exercises are intended to be done quickly and will be evaluated as “class participation.”

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RESOURCES:

A CD of typefaces will be provided

to get you started. However, be aware of copyrights and legal issues regarding fonts. DO NOT use them for commercial purposes.

Have your client buy them for you...

A CD of the lecture series: For your reference I'll burn a CD of the sources and lectures I will have presented in class. Use these at your discretion and remember always to give credit to the designers & artists work you are showing...