

Typography

Fall 2012

COURSE SCHEDULE

in process...

contents may be subject to change

Typography

CRN 40283

ART 205-03

8:45-10:35 am

Monday + Wednesday + Friday

XARTS 005

Stacy Asher

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Office Hours:

Wednesdays 11:45-1:45 p.m.

Gleeson Library, 4th Floor

or by appointment

Course Schedule

Students should be ready to discuss the texts listed below in the final date shown within the reading period mentioned.

Wednesday, August 22

Review Syllabus and Course Structure

Assign Readings: Byrne, Chuck. *An Introduction to Typography for Students of Graphic Design*

The Education of a Typographer, Edited by Steven Heller

Assign Exercise 01 - Billboard Personal Advertisement

Assign Blog and Annotated Bibliography

Friday, August 24

Work on Exercise 01

Monday, August 27

Review Exercise 01

Assign Reading: Lupton, Ellen, *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*, (Princeton Architectural Press, 2004) pages 12 -60

Wednesday, August 29

Discuss assigned readings

Assign Project 01: Surveying the History of the Western Alphabet

Friday, August 31

Assign Readings: *Letter Fountain*, (Taschen Press, 2010)

How It Began, Names and Classifications

<http://www.letterfountain.com/howitbegan.html>

<http://www.letterfountain.com/classification.html>

Work on Project 01

Monday, September 03 - **No Class / Labor Day Holiday**

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Wednesday, September 05

Submit On Line Journal and Annotated Bibliography for initial review of layout and formatting decisions.
Discuss assigned readings
Work on Project 01

Friday, September 07

Lecture: Letter Form Anatomy, Type Identification / Classification
Assign Reading: Jury, David, *About Face, Reviving the Rules of Typography*, pages 6 - 56
Kane, John, *A Type Primer*, pages 2 - 48
Exercise 02 - Letterform Anatomy + Typographic Joinery

Monday, September 10

Work on Project 01

Wednesday, September 12

Exercise 02 - Letterform Anatomy + Typographic Joinery
Work on Project 01

Friday, September 14

Field Trip to Fed Ex Kinkos / 25 Stanyan Street
Oversized photo copy demonstration
Work on Project 01
Assign Reading: Lupton, Ellen, *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*, (Princeton Architectural Press, 2004) pages 62-176

Monday, September 17

Review Exercise 02 - Arrange display in XARTS
Work on Project 01

Wednesday, September 19

Work on Project 01
Review layouts + process critique

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Friday, September 21

Work on Project 01
Review layouts + process critique
Review readings

Monday, September 24

Project 01: Final Critique and Submission of Grading Materials
Submit On Line Journal and Annotated Bibliography for review.

Wednesday, September 26

Visit the Donohue Rare Book Room / Gleeson Library
Project 01: Final Critique and Submission of Grading Materials

Friday, September 28

Assign Project 02: The Mechanics Of Page Layout + The Grid
Work on Project 02
Assign Reading: Bringhurst, Robert. *The Elements of Typographic Style*.
Vancouver: Hartley and Marks, 1992, 1997. Sections: Harmony & Counter
point, Structural Forms and Devices, Choosing and Combining Type.

Monday, October 01

Work on Project 02
Discuss Readings

Wednesday, October 03 - Presidio Lecture

Work on Project 02
Assign Exercise 04: Typographic Resonance + Heirarchy
Assign Reading: Poynor, Rick. *Typographica*, Princeton
Architectural Press, 2002. The Designer as Editor, page 6 - 20

Monday, October 08 - No Class / Fall Break

Wednesday, October 10

Work on Project 02
Assign Reading: Rock, Michael. "Design and Authorship"
in *The Education of a Graphic Designer*. Steven Heller, contributor

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Friday, October 12

Work on Project 02

Monday, October 15

Discuss assigned readings

Process Review / Project 02

Work on Project 02

Wednesday, October 17 - **Word Image - NYC_SVA**

Work on Project 02

Assign Exercise 03

Friday, October 19 - **Word Image - NYC_SVA**

Work on Project 02

Work on Exercise 03

Monday, October 22

Review Exercise 03

Review Process Project 02

Wednesday, October 24

Work on Project 02

Friday, October 26

Project 02: Final Critique and Submission of Grading Materials

Assign Project 03: Text Messaging / The Visible Word

Monday, October 29

Work on Project 03

Wednesday, October 31

Work on Project 03

Poynor, Rick. *Typographica*, Princeton Architectural Press, 2002.

The Designer as Editor, page 6 - 20.

Poynor, Rick. *No More Rules: Graphic Design and Postmodernism*,
Yale University Press, 2003.

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Friday, November 02

Work on Project 03

Discuss Readings / Be Prepared for a Quiz

Submit On Line Journal and Annotated Bibliography
for review.

Monday, November 05

Work on Project 03

Wednesday, November 07

Work on Project 03

Discuss Readings / Be Prepared for a Quiz

Friday, November 09

Work on Project 03

Assign: Exercise 04

Monday, November 12

Work on Project 03

Review Exercise 04

Wednesday, November 14

Work on Project 03

Assign Reading: Hall, Stuart, "Encoding / Decoding" in *Culture, Media, Language*. London: Routledge, 1980

Friday November 16

Work on Project 03

Monday, November 19

Work on Project 03

Wednesday, November 21

Work on Project 03

Friday, November 23 - No Class / Thanksgiving Holiday

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Monday, November 26
Review for the Final Exam

Wednesday, November 28
Submit Annotated Bibliography

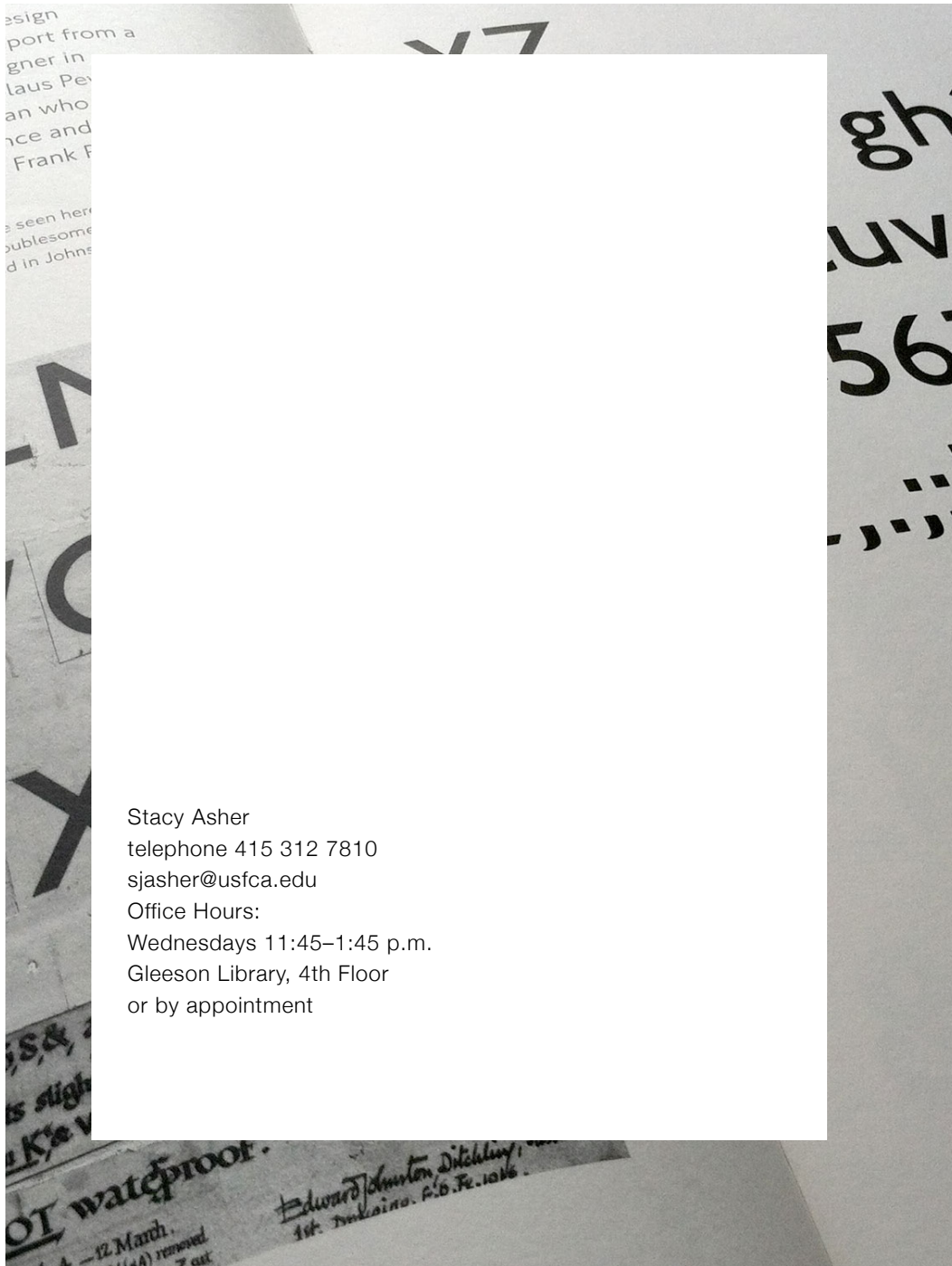
Friday, November 30
On Line Journal submitted for final review
Review for Final Exam

Monday, December 03
Final Examination

Wednesday, December 05 - **Last Day of Class**
Project 03: Final Critique and Submission of Grading Materials
Turn in DVD

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