

COURSE SCHEDULE

in process

contents may be subject to change

Stacy Asher
Adjunct Professor
telephone 415 312 7810
sjasher@usfca.edu
Office Hours:
Tuesdays 6:45–7:45 p.m.
XARTS 006
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.

August 24

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 as Personal Advertisement

Assign Blog and Annotated Bibliography

August 29

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

Pohlen Joep, *Letter Fountain [on printing types]* pages 10-52

Work on Exercise 01

August 30

Review Exercise 01

Discuss assigned readings

Assign Project 01: Surveying the History of the Western Alphabet

September 05 **No Class /Labor Day Holiday**

September 07

Submit On Line Journal and Annotated Bibliography for initial review of layout and formatting decisions.

Work on Project 01

September 12

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



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Fall 2011

September 14

Work on Project 01

Exercise 03: Mechanics of Page Layout and the Grid

Lupton, Ellen, *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*, (Princeton Architectural Press, 2004) pages 62-176

September 19

Work on Project 01

Review Exercise 03

Visit the Rare Book Room / Gleeson Library

September 21

Work on Project 01

September 26

Work on Project 01

September 28

Project 01: Final Critique and Submission of Grading Materials

Submit On Line Journal and Annotated Bibliography for review.

Assign Project 02: Type Speciman Poster

October 03

Work on Project 02

Assign Reading: Bringhurst, Robert. *The Elements of Typographic Style*.

Vancouver: Hartley and Marks, 1992, 1997. Sections: Harmony & Counterpoint, Structural Forms and Devices, Choosing and Combining Type.

October 05

Work on Project 02

Assign Readings: Berry, John D. *Language Culture Type: International*

Type Design in the Age of Unicode. Association Typographique Internationale,

Graphis U.S., Inc:Watson-Guptill, 2002

Cheng, Karen. *Designing Type*. New Haven: Yale University Press, 2006.

October 10

No Class Fall Break

October 12

Work on Project 02

Assign Reading: Poynor, Rick. *Typographica*, Princeton Architectural Press, 2002. The Designer as Editor, page 6 - 20

October 17

Work on Project 02

Assign Exercise 04: Typographic Resonance + Hierarchy

October 19

Work on Project 02

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

October 24

Work on Project 02

October 26

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

October 31

Project 02: Final Critique and Submission of Grading Materials
Submit On Line Journal and Annotated Bibliography
for preliminary review.

November 02

Assign Project 03: Typographic treatments for non-profit organization

Typographers as Agents of Social Change
www.speakingofnurses.com

November 07

Work on Project 03

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November 09

Work on Project 03
Review for the Final Exam

November 14

Work on Project 03

November 16

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.

November 21

Work on Project 03
Discuss Readings / Be Prepared for a Quiz
Review for the Final Exam

November 23

Work on Project 03

November 27

Thanksgiving Recess

November 30

Submit final On Line Journal and Annotated Bibliography
for presentation.

December 05

Project 03: Final Critique and Submission of Grading Materials

December 07

Final Examination
Turn in DVD archive of all files