| Premise: | "First acquire an infallible technique and then open yourself to inspiration." |
| | Japanese saying |

Course structure: Analysis of given texts and design (or re-design) of appropriate formats and layouts for their effective display.

Emphasis on the combination of technological and linguistic aspects of the given text. This will include the ability to determine the length of a manuscript by using various type specifications, the critical visual interpretation of the various elements of the text: these may be called its body copy, title, caption, etc.

Assignment descriptions will be introduced at various points during the course. There will be four main projects which will last approximately three weeks each.

If extra time is available, there will be in-class presentations and exercises/workshops on various topics of interest: concrete books, bookbinding, artist books, etc.

Schedule, by the week:

1
2   What is design?
3
4
5
6   Pocket Pal
7
8
9   Magazine article
10
11
12   Inspired typography
13
14
15   Various (possibly a 5th "personal" project)
16   Finals

Required books and tools:	Pocket Pal
	Pica ruler
	Proportion wheel
	Hand calculator

Suggested readings: See attached

Project 1:   What is design? by Charles Eames

                    Analyze the given text and note its primary elements
                    and function.

                    Develop a format, select a typeface and design an
                    appropriate layout which will include the text as well as
                    the photograph, the diagram and the flower arrangement.

Note: On all projects the description of the assignment will be
                    kept to a minimum. Format will generally be open but
                    subject to approval by the instructor. Overall, the
                    student will be asked to establish her/his own constraints
                    in the development of the project.

                    Paper work will be kept to a minimum. Everyone will be
                    responsible for keeping up with schedules, critiques,
                    deadlines, as these will be announced only once.

                    Attendance is a must since materials tought in this class
                    will be delivered mostly "live" and not through handouts
                    or xeroxes.

                    Additional assignments, tests, and/or presentations will
                    be announced with sufficient notice.

Project # 1 - Final comp due: Wed. September 19.

Project # 4   Inspired Typography

Booklet: seven spreads + front & back cover
Binding: any, except gbc and vello (subject to approval)
Maximum page size: 7x9½, vertical or horizontal
Final piece must be in xerox/stat/printed form (no paste-up)

Due: December 12, 1990 (two copies).

Each spread must have typographic examples from the history
of typography that relate to the text.

Each spread must illustrate one of the following relations
of contrast:

structure
texture
form
direction
rhythm
weight
size

Even though the contrasts are being demonstrated, the book-
let must have a harmonious, well-defined structure.
Remember: form ←---→ content

The text must include captions for your samples and a
colophon. The latter could be part of the cover or of a
wraparound jacket.

Virginia Commonwealth University
Richmond, November 7, 1990

Total time for this project is five weeks.

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