

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

Japanese saying

Introduction: See attached texts:

Inspired typography, by Bradbury Thompson
Introduction to 'A timeline of American typography'
by Lorraine Ferguson & Douglass Scott

Course structure: A detailed exploration of the formal aspects of letters and their combinations

The principal tools to be used are plaka, ruler and compass. The ability to precisely sketch type by hand will be a goal and requirement. Collage will also be used.

The basic principles of typography and type technology will be explored, including the proper use of a pica ruler and a proportion wheel.

A series of eight finished boards will be the core of your final portfolio, plus all sketches, possibly bound into a volume, collages, etc.

A board will be due approximately every two weeks; deadlines will be announced as the course progresses.

General outline, by the week:

LAB CLOSED

10/22-26 '90

midterm

8-22/91

5/1-20/91

finals

- 1 History poster ~~SEPT 7~~ FRIDAY OCT 26
- 2
- 3 optical corrections 1 ~~SEPT. 26~~ WEDNESDAY OCT 17
- 4
- 5 optical corrections 2 OCT. 10 WEDNESDAY
- 6
- 7 progressive corrections on letterform ~~OCT. 24~~ WED. NOV 2
- 8
- 9 weight and structure of typefaces ~~NOV 7~~ WED. NOV 16
- 10
- 11 basic shapes (△□○) and derived typographic signs NOV. 21 WED.
- 12
- 13 contrast and counterform ~~DEC. 5~~ WED. NOV. 28
- 14
- 15 monogram (personal initials) FINAL EXAM
- 16

Other in-class assignments, tests, and exercises will be announced at a later date.

Required tools:
Board size:
Required book:
Optional:

See demonstration
14-1/4 X 22-1/2 Heavy weight bristol or illustration board
Typographic design: form and communication
Pocket Pal

WORK IN CLASS	PROJECTS DUE	
		OCTOBER FRI 19
SIGNATURES / PAPER BOOKBINDING - WESTERN STYLE		WED 24
CLASS DISCUSSION - POSTER	HISTORY POSTER	FRI 26
TYPE SHOP - 4.30-5.50 BEDNAZ → PANZA		
TEST	TEST	WED 31
WORK IN CLASS - BOARD # 3		
CLASS DISCUSSION - # 3	BOARD # 3 PROGRESSIVE CORRECTIONS	FRI 2
TYPE SHOP - 4.30-5.50 PLEIMAN → YADAO	WORK IN CLASS - SKETCHES	
OUTLINE - # 4	TURN IN FIRST 3 BOARDS FOR GRADING	WED 7
BOOKBINDING - EASTERN STYLE	PROJECT # 3 TYPE II DUE	
FAVORITE BOOK / GRAPHIC OBJECT	DUE SKETCHES	FRI 9
LIBRARY - ARTIST BOOK COLLECTION	ALPHABET NAME + LAST NAME BOOKS TO EXHIBIT W/ 3 DIFFERENT PACINGS	
WORK IN CLASS - # 4	DISCUSSION SKETCHES ↗	WED 14
CLASS DISCUSSION - # 4	BOARD # 4	FRI 16
OUTLINE - # 5	STRUCTURE OF LETTERFORMS	
THANKSGIVING		
WORK IN CLASS - # 5	FIELD TRIP	WED 28
CLASS DISCUSSION - # 5	BOARD # 5	FRI 30
OUTLINE - # 6 (MONOGRAM, OPTIONAL DUE EXAM DATE)	COUNTERFORM	
PORTFOLIO CONSTRUCTION AND SKETCHBOOK PREPARATION		WED 5
LIBRARY ?	COMPLETE PORTFOLIO AND SKETCHBOOK DUE	FRI 7

REF-
SCHEDULE