

**THE NEW ENGLAND
INSTITUTE OF ART**

WINTER 2012

GD310

ADVANCED

**TYPOGRAPHY
COURSE OUTLINE**

THURSDAY

12:30-3:20PM

ROOM 235

MAIN CAMPUS

INSTRUCTOR

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COURSE OUTLINE (instructor may change this outline w/in-class or email notification)

CLASS 1: INTRODUCTION; CARAVAN POEM POSTER (VISUAL/VERBAL TYPE)

Topics and Activities

- Policies/procedures, learning-centered philosophy, competencies, objectives
- Materials, supplies
- What is typographic design? What is expressive typography?
- The creative design process: concept/define the design problem/research/production
- Stages of design production: thumbnail sketches, rough sketches, comprehensive layouts
- Typeface classifications/typefaces to use in this class
- z Poem Poster project (see Poem Poster project sheet)

HOMEWORK DUE CLASS 2

- **Read gs** Axial Systems pp 7–11 and 18–21 and Grid Systems 88-91
 - twf** pp 12–33
 - twf** p 36, anatomy
 - tp** pp viii, xi
 - tp** “Describing Letterforms,” pp 2–4 (NB: bowl, counter)
 - tp** The font pp 5–7
 - tp** A timeline pp 16–46, *A Type Primer*
 - tp** Maintaining x-height p 56
 - tp** Form/counterform p 57
 - twf** x-height, weight and proportion and measurement pp38, 39
- See **POEM POSTER Sheet**

CLASS 2: TYPOGRAPHIC SYSTEMS, POEM POSTER, EXPRESSIVE TYPOGRAPHY

Topics and Activities

- z Describing letterforms, letterform anatomy, letterform proportions
- One-on-one review of Poem Poster thumbnail sketches
- z Typographic Systems Beyond the Grid
- *Emigré* article: *Type is Legible*

HOMEWORK DUE CLASS 3

- See **POEM POSTER Sheet**
- **Read tp** Typographic measurement pp 10, 11
 - tp** Comparing typefaces pp 12, 13
 - z ‘What is the Point?’ PRINT, March/April 1993, pp109, 110
 - z ‘The Type Craftsman in the Computer Era’ PRINT, March/April 1989
 - ts** Radial Systems pp36–39, Dilational Systems pp54–57, Transitional Systems 106–119

CLASS 3: WORK ON POEM POSTER

Topics and Activities

- Quiz 1
- Terms: ‘font,’ ‘typeface,’ ‘typeface family’
- One-on-one review of Poem Poster rough sketches in Illustrator or InDesign

HOMEWORK DUE CLASS 4

- **Complete Poem Poster. See POEM POSTER Sheet**
- **Read tp** Classifications of typefaces pp 47–49
 - tp** Variations within a type family pp 44–46
 - tp** Letter and line measure, letter and line spacing pp 76–78, 86–89
 - twf** Typeface Classifications, and variations within pp 46–51
 - twf** Letter and line measure and spacing pp 37–39, 102–123
 - z ‘The Obscene Typography Machine’ PRINT, n.d.
 - z ‘Concrete Poems Just Are,’ *Eye* 20/96

CLASS 4: TYPEFACE CLASSIFICATIONS, FAMILIES, TYPOGRAPHIC MEASUREMENT, BOOK PROJECT

Topics and Activities

- Critique complete Poem Poster
- Exercise 1 (letters from *A Type Primer*) assigned
- z Classifications: Blackletter, Old Style, Transitional, Modern, Slab, Sans, Modified Sans
- z ‘As’ slide show, also pp ix, x
- Type families, letter and line measure and spacing, Typographic measurement: metal type, spatial measurement, points, picas
- z Book Project

HOMEWORK DUE CLASS 5

- **Read ts** _____ Systems pp122–125, _____ Systems pp140–143, _____ Systems pp _____
 - twf** Development pp 13–33
 - twf/z** Dashes, spaces, punctuation, editing, proofreaders’ marks pp210–219
- **Complete Exercise 1**
- See **BOOK PROJECT Sheet**

CLASS 5: REVIEW OF TYPE DESIGN AND TECHNOLOGY SINCE GUTENBERG

Topics and Activities

- Exercise 1 due
- Exercise 2 (poem rendering) assigned
- z History of (Western) type, Gutenberg–19thC
- z History of typographic technology—handset type, Linotype, Monotype, phototypesetting, digitized type—and why it matters to us!
- How to make a pdf file
- Proofreaders' marks

HOMEWORK DUE CLASS 6

- Complete Exercise 2
- See **BOOK PROJECT Sheet**
- Read **twf** Grid, Golden Section pp150–203

CLASS 6: INDESIGN PAGE AND TEXT FORMATTING, PROPORTION

Topics and Activities

- Exercise 2 due
- One-on-one Book Project review, written concept and thumbnail sketches
- Character, Paragraph Formatting; Styles (tabs, rules, spaces, color), H&Js, Master Pages
- z Typographic structure/organization/template grid, proportion

HOMEWORK DUE CLASS 7

- See **BOOK PROJECT Sheet**
- Read z H&Js in InDesign
 - twf** Kerning, tracking, spacing, alignment pp102–111
 - twf** Hierarchy pp132–145
 - twf** Reinforcing meaning pp 88, 90, 106, 107
 - url** go to "Google Images" and look at images of 'vas an opera in flatland"

CLASS 7: TRADITIONAL TYPE, EXPRESSIVE TYPE, SYNTAX, LEGIBILITY, READABILITY

Topics and Activities

- Quiz 2
- Discussion: Traditional Typography and its importance today
- z Early 20thC: Cubist, Suprematist, Dada, Futurist, De Stijl, Constructivist, Bauhaus
- z Contemporary, experimental and manipulated type
- z Syntax, semantics
- z Syntax and communication, visual hierarchy, visual gestalt, parallel construction, visual punctuation and accentuation; typographic space; counterpart, counterpoint, visual compensation; consonance, dissonance, ABA form
- z Legibility/readability: u&l/c letters, interletter and interword spacing, type size, line length, interline spacing, weight, alignment; syntax/communication, the typographic page

HOMEWORK DUE CLASS 8

- See **BOOK PROJECT Sheet**
- Read **twf** Contrast pp 28, 30, 33, 66, 67, 86, 90, 94, 96, 109, 111, 116–119, 138–139, 142–143, 152, 160, 162, 188–189
 - twf** Motel type versus responsible vertical alignment pp120–121

CLASS 8: BOOK IN-PROCESS CRITIQUE AND BOOK ASSEMBLY METHODS

Topics and Activities

- Exercise 3 (letter three ways) assigned
- Pocket folder demonstration
- Printing, binding, folding, cover options, assembly
- Creating a .pdf file for final electronic presentation of Typeface Book
- Book peer critique and one-on-one with professor

HOMEWORK DUE CLASS 9

- Complete Exercise 3
- See **BOOK PROJECT Sheet**

CLASS 9: BOOK PROJECT COMPLETE WITH STUDENT PRESENTATIONS

Topics and Activities

- Presentation of Completed Book. See **BOOK PROJECT Sheet**

HOMEWORK DUE CLASS 10

- See **MAGAZINE EDITORIAL SPREAD Sheet**
- Read **twf** Linearity pp 92–95
- Read z "Controlled Passion: the Quiet Art of Fernando Guttiérrez"

CLASS 10: MAGAZINE EDITORIAL SPREAD

Topics and Activities

- One-on-one review with Instructor of Magazine Editorial sketches; begin to work in InDesign

HOMEWORK DUE CLASS 11

- See MAGAZINE EDITORIAL SPREAD Sheet
- Exercise 3 due

CLASS 11: MAGAZINE EDITORIAL SPREAD

Topics and Activities

- Exercise 3 due
- Exercise 5 (type designer quotes) assigned
- In-progress ON- SCREEN critique of Magazine Editorial Spread(pdf)

HOMEWORK DUE CLASS 12

- See MAGAZINE EDITORIAL SPREAD Sheet

CLASS 12: MAGAZINE EDITORIAL SPREAD

Topics and Activities

- Exercise #4. (in-class Magazine Editorial Spread self-evaluation)
- Exercise #5 due
- In-progress ON- SCREEN Magazine Editorial Spread critique (pdf)

HOMEWORK DUE CLASS 13

- Consult MAGAZINE EDITORIAL SPREAD Sheet: **complete** for final critique

CLASS 13: MAGAZINE EDITORIAL SPREAD FINAL CRITIQUE

Topics and Activities

- Critique
- Exercise #6 assigned

HOMEWORK DUE CLASS 14

- Exercise 6 and Quiz 3 (both are double-weighted). *You must be present for the entire Class 14 for your Quiz 3 and your Exercise 6 Grades to be recorded. If you are absent for any portion of Class 14, you receive (0% x 2) Quiz 3 grade, (0% x 2) Exercise 6 grade and 0% for attendance/participation. No exceptions!!!*

CLASS 14: QUIZ 3 (DOUBLE-WEIGHTED) AND FIELD TRIP OR GUEST LECTURER (TBA)

Topics and Activities

- Exercise 6 due
- Quiz 3
- Field Trip or Guest Lecturer (TBA)

• **Places to print your work:**

Kinkos or Staples may or may not be reliable resources.

Using a service bureau familiar with graphic designers may be a good idea. Switchboard.com, Addresses.com—Category—Digital Imaging Service or Copy and Duplication Services.

Other resources used by students in the past have been:

- Pageworks (Cambridge)
- Benjamin Franklin Smith (BFS) (Downtown Boston)
- Signal Graphics (Brighton)
- Gnome - (Huntington Ave, Boston)
- Fenway Printing (Brookline)
- ColorTek (Boston, I think)