

gs=Grid Systems, lgd= Language of Graphic Design, tt=Thinking with Type, r=library reserve, z=zloty website, www=internet

**CLASS 3**

**BASIC PARTS OF LETTERS (figure a)**

- ascender
- bracket
- bowl
- counter
- crossbar
- descender
- ear
- lining and non-lining numbers
- serif
- stroke

**BASIC TYPOGRAPHY TERMS AND DEFINITIONS**

- font
- typeface
- typeface family
- baseline
- magiscule/capital/upper case, cap height
- miniscule/lower case, x-height
- small caps
- body copy
- leading
- alignment
- widow
- orphan
- line length
- legibility
- readability

**BASIC TYPOGRAPHIC CLASSIFICATIONS (figure b)**

- Old Style
- Transitional
- Modern
- Slab Serif
- Sans Serif

**HISTORY OF TYPOGRAPHIC TECHNOLOGY**

- calligraphy pen
- metal type
- linotype
- phototypesetting
- digital typesetting (for print, for screen)

**TYPOGRAPHIC GRID**

- <http://www.artofthegrid.com/grid-it.html>

**EXERCISE 2: TECHNIQUES TO ORGANIZE TYPOGRAPHY AND IMAGES ON A 'PAGE'**

1. look at these three sites (www):

- <http://www.theartofposter.com/>
- [http://www.miltonglaser.com/pages/posterprint/poster\\_index.html](http://www.miltonglaser.com/pages/posterprint/poster_index.html)
- <http://www.maviyane.com/socpol-1.html>

2. **Choose** one poster from each site, copy it to a flash drive to download Class 3. Label these files: 01smith\_art, 02smith\_maviyane, 03smith\_glaser. I'll collect your files Class 4.

3. On **Exercise 2 write-up sheet**:

- **List** one ELEMENT OF ART (point, line, shape, texture, value, space, color), one PRINCIPLE OF DESIGN (contrast, harmony, proportion, balance, rhythm, perspective, unity), and one GESTALT LAW (proximity, similarity, continuity, symmetry, closure) *prominent* in the composition of each poster.

- **write** how the *one* ELEMENT OF ART, *one* PRINCIPLE OF DESIGN, and *one* GESTALT LAW is shown on **each** poster. I will collect Exercise 2 write-up.

**HOMEWORK DUE CLASS 4**

- **Read lgd** Balance, Symmetry, Asymmetry pp112-139
- **Exercise 2**
- **Study for Quiz 1**: Elements of Art, Principles of Design, Basic parts of letters, typography terms and definitions, typographic classification and history of typographic technology
- **Bring** x-acto, metal ruler, studio tac/glue stick, two pcs 11" x 14" bristol, flash drive, self-healing board

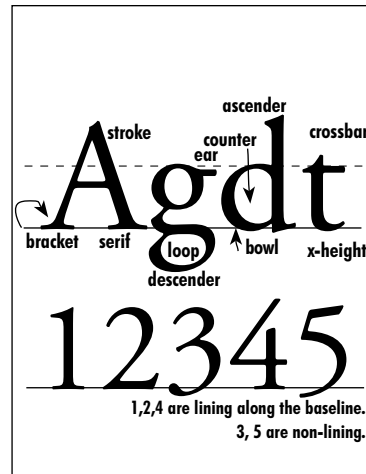


figure a  
basic parts of letters.

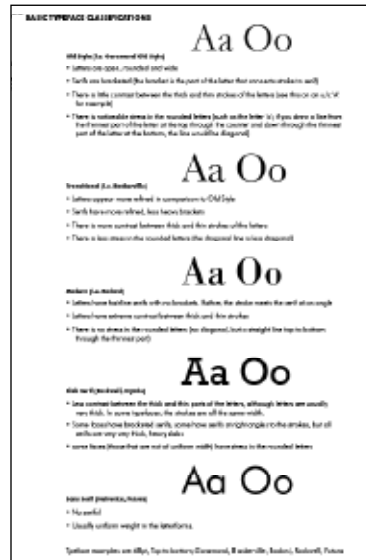


figure b  
basic typographic classifications.

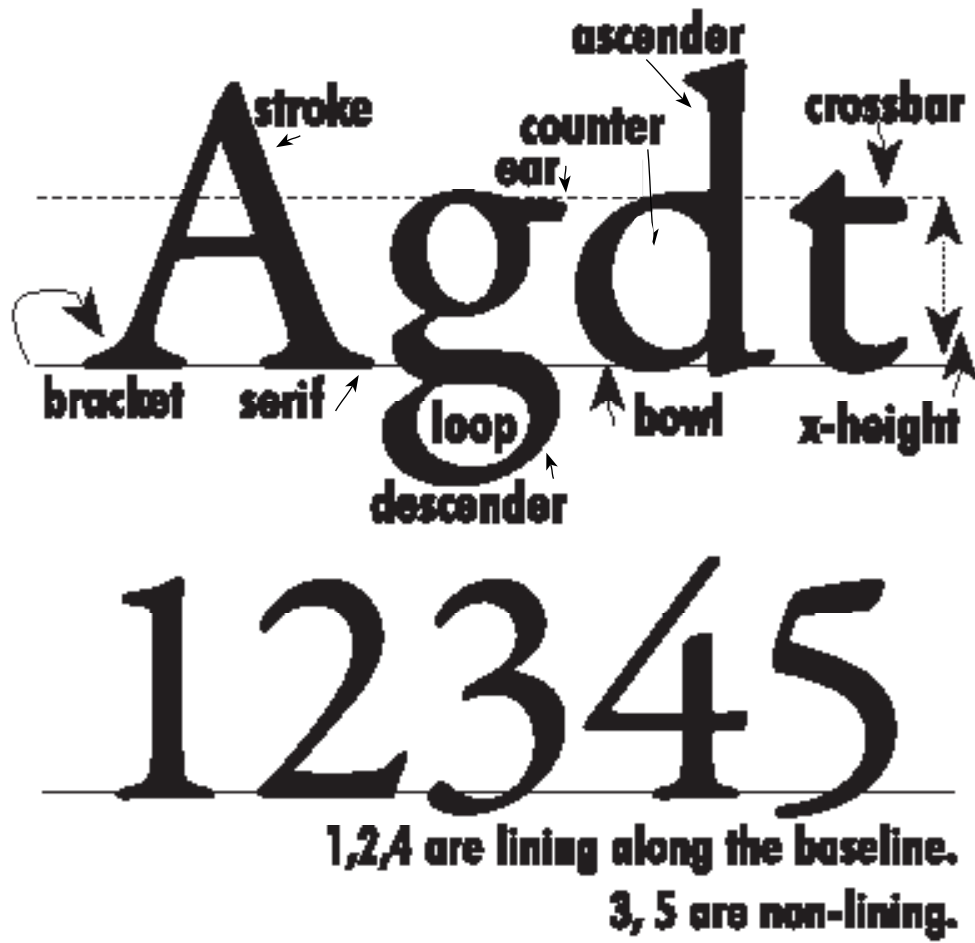


figure a (enlarged from page 2)  
basic parts of letters.

A g d t

1 2 3 4 5