

TYPE II ASSIGNMENT CATALOG

Tuesday January 14

ASSIGNMENT 1: LetterForm—Quality

Bring to next class

- a photograph or actual print sample of bad typography. (an ad, an announcement, magazine article, sign, etc.)
- (bad typography might be a result of choice of typeface, spacing, color, kerning, line length, etc.)
- 2" tall pencil tracings of your first and last name using your "favorite" real typeface
 - using Times Roman
 - using Helvetica
- Bring three short quotes about typography

Thursday January 16

CRITIQUE

- Tracings

ASSIGNMENT 2: LetterForm—LetterPress

Intro: Letter Press

- Setting Type Demonstration

Tuesday January 21

Letter Press

- Setting Type

ASSIGNMENT 3: LetterForm—Wood Type

- Experimental wood type demonstration

Thursday January 23

Letter Press

- Printing

Tuesday January 28

Letter Press

- Printing

Wood Type

- Printing

ASSIGNMENT 4: LetterForm—Digitized Wood Type

Letter Press

- Printing

Wood Type

- Printing
- Scanning/Photographing Wood Type Design
- Digital Manipulation Photoshop and Illustrator

Thursday January 30

Digitized Letter Press

- Printing

Tuesday February 4

CRITIQUE

- Letterpress Typography Quote
- Wood Type
- Digitized Wood Type

Thursday February 6

ASSIGNMENT 5: LetterForm—Dialog Poster

Use your Chosen Typeface from Type I Booklet

- Intro Avant Garde Typography
- Concepts
 - Fluid Typography, Living Surfaces,
 - Technology vs. Human
- Visual Organization
 - Grid, "Invisible Glue", "Flag Pole", Continuation, Implied Line,

Tuesday February 11

Dialog Poster

Thursday February 13

Dialog Poster

Tuesday February 18

Presidents Day

Thursday February 20	Dialog	Poster
Tuesday February 25	Dialog	Poster
Thursday February 27	Dialog	Poster
Tuesday March 3	Dialog	Poster
	• Printing	
Thursday March 5	CRITIQUE	
	Dialog	Poster
	ASSIGNMENT 6—Online Purchasing	
	• Find a buying/purchasing website that exhibits Poor typography	
	o Typeface Choices	
	o Hierarchy	
	o Grouping	
	o Spacing	
	• Find a buying/purchasing website that exhibits Good typography	
Monday March 9–Friday March 13	SPRING BREAK	
Tuesday March 17	Redesign the Poor Website	Typography
Thursday March 19	Redesign the Poor Website	Typography
Tuesday March 24	Redesign the Poor Website	Typography
Thursday March 26	CRITIQUE	
	Redesign of Poor Website	Typography
Tuesday March 31	ASSIGNMENT 7—Page Layout	Chief Seattle Book
Thursday April 2	Chief Seattle	
	▪ Pairing with second text	
	▪ Layout	
Tuesday April 7	Chief Seattle	
	▪ Pairing with second text	
	▪ Layout	
Thursday April 9	Chief Seattle	
	▪ Pairing with second text	
	▪ Layout	
Tuesday April 13	Chief Seattle	
	▪ Layout and design	
Thursday April 16	Chief Seattle	
	▪ Layout and design	
Tuesday April 21	Chief Seattle	
	▪ Layout and design	
	▪ images	
Thursday April 23	Chief Seattle	
	• Printing and Binding	
Tuesday April 28	LAST CLASS MEETING	
	Chief Seattle	
Wed. April 30– Wed. May 6	FINALS WEEK	
Tuesday May 6	FINAL PRESENTATION	
	CRITIQUE	