
LETTERFORMS AND TYPOGRAPHY
PROFESSOR: CARLA BARR
TA: JUSTIN LUI
Spring 2008, DMA 25

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Schedule

Week 1	Tuesday	In class: Examination of fonts and discussion of type use in books and periodicals. Homework: Research three designers from the list passed out in class. Include a minimum of five samples of their work and present your research on 8 1/2 X 11 paper, printed and saved as a pdf for the class website.	
	Thursday	Design covers for the book, <i>False Flat, Why Dutch Design is So Good</i> by Aaron Betsky with Adam Eeuwens, publisher Phaidon	
	April 3	Design 10 different front covers for the book with the following parameters: <ul style="list-style-type: none">• One size, one weight, 9 point Grotesque MT light only.• 6 1/2 X 9 5/8 trimmed to this size from the paper you use.	Composition and Use of Space
Week 2	April 10	Design 10 different front covers for the book with the following parameters: <ul style="list-style-type: none">• Grotesque MT light only• Any single point size per design. i.e. One design is 14 pt, another is 6 pt.	Use of Space and Type Size
Week 3	April 17	Design 10 different front covers for the book with the following parameters: <ul style="list-style-type: none">• Grotesque MT light and bold• Any single point size per design. i.e. One design is 14 pt, another is 6 pt.	Light and Dark
Week 4	April 24	Design 10 different front covers for the book with the following parameters: <ul style="list-style-type: none">• Grotesque MT, one family (one only). No condensed or extended fonts. Allowed: reg, reg ital, light, light ital, bold, bold ital, black, black ital.• Any single point size per design. i.e. One design is 14 pt., another is 6 pt.	Light Roman Bold Italic
Week 5	May 1	Design 10 different front covers for the book with the following parameters: <ul style="list-style-type: none">• Grotesque MT, one family (one only). No condensed or extended fonts.• Any size combination	Point Size Combinations
Week 6	May 8	Design 10 different front covers for the book with the following parameters: <i>Adding graphic elements in addition to type</i> <ul style="list-style-type: none">• Grotesque MT, one family (one only). No condensed or extended fonts.• Any size combination• Introduce the following elements: rules and solid blocks of black.<ul style="list-style-type: none">4 designs with rules only4 designs with blocks of black and reversed type2 designs with both rules and blocks	Rules and Blocks

continued

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Week 7	May 15	Design 10 different front covers for the book with the following parameters: ADD SPINE AND BACK COVER TEXT THIS WEEK <ul style="list-style-type: none">• Grotesque MT family (one only). No condensed or extended fonts.• Any point size combination• May use rules and reverse type if you wish• Add one color to the mix. Use all values of the new color as well as black	Color Addition of Spine and Back Cover Spine 1 5/8 inches
Week 8	May 22	Design 10 different front covers for the book with the following parameters: <ul style="list-style-type: none">• Grotesque MT family (one only). No condensed or extended• Any point size combination• Add one image and up to two colors• Design and present three different chapter divider ideas for your bound book	Photography
Week 9	May 29	Design 10 different front covers for the book with the following parameters: 1. Select your best designs (we will determine number in class) and begin laying them out in book sequence. 2. Bookbinding	Binding
Week 10	June 5	<ul style="list-style-type: none">• Tuesday Critique• Thursday Critique	Critique all and Revisions
Week 11	June 12	Final Presentation	Final

Class Rules:

Class will begin at 2:00 sharp.
Work is to be up on the wall at that time, two rows of five.

If you are 15 minutes late without warning to TA beforehand, you get a tardy.
Every tardy is a half grade down on your final grade. If you are later than 15 minutes, you will benefit from the class discussion, but will be marked absent.

Every absence without an excuse results in one grade down.
Three absences without an excuse results in a failed class. Do not let this occur.

Turn off cell phones during class meetings. No food in class, but drinks are allowed.

Grades:

Each class meeting will be evaluated on class participation, presentation and design skill.
Your final grade is the average of all grades plus your attendance record.

60% Design
20% Presentation
20% Participation

Participate, ask questions, practice making good presentations.