

**LETTERFORMS AND TYPOGRAPHY**  
**PROFESSOR: CARLA BARR**  
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**Schedule**

<b>Week 1</b>	Mar. 31 Tues	In class: Examination of fonts and discussion of type use in books and periodicals. Homework: Given in class.	
<b>Week 1</b>	April 2 Thurs	Design covers for the book, <i>Avant-Garde Page Design</i> by Jaroslav Andel, publisher D.G.E.  Design 10 different front covers for the book with the following parameters: • One size, one weight, 9 point Grotesque MT light only • 7 1/2 X 9 5/8 trimmed to this size from the paper you use	<b>Composition and Use of Space</b>
<b>Week 2</b>	April 9 Thurs	Design 10 different front covers for the book with the following parameters: • Grotesque MT light only • Any single point size per design. i.e. One design is 14 pt, another is 6 pt.	<b>Use of Space and Type Size</b>
<b>Week 3</b>	April 16 Thurs	Design 10 different front covers for the book with the following parameters: • Grotesque MT light and bold • Any single point size per design. i.e. One design is 14 pt, another is 6 pt.	<b>Light and Dark</b>
<b>Week 4</b>	April 23 Thurs	Design 10 different front covers for the book with the following parameters: • Grotesque MT, entire family. No condensed or extended fonts. Allowed: reg, reg italic, light, light ital, bold, bold ital, black, black italic. • Any single point size per design. i.e. One design is 14 pt., another is 6 pt.	<b>Light, Roman, Bold, Italic</b>
<b>Week 5</b>	April 30 Thurs	Design 10 different front covers for the book with the following parameters: • Grotesque MT, entire family. No condensed or extended fonts. • Any size combination	<b>Point Size Combinations</b>
<b>Week 6</b>	May 7 Thurs	Design 10 different front covers for the book with the following parameters: <i>Adding graphic elements in addition to type</i> • Grotesque MT, entire family. No condensed or extended fonts. • Any size combination • Introduce the following elements: rules and solid blocks of black. 4 designs with rules only 4 designs with blocks of black and reversed type 2 designs with both rules and blocks	<b>Rules and Blocks</b>
<b>Week 7</b>	May 14	Design 10 different front covers for the book with the following parameters: <b>ADD SPINE AND BACK COVER TEXT THIS WEEK</b> • Grotesque MT, entire family. 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	<b>Color and Text Addition of Spine and Back Cover</b>  <b>Spine 1 5/8 inches</b>
<b>Week 8</b>	May 21	Design 10 different front covers for the book with the following parameters: • Grotesque MT, entire family. No condensed or extended • Any point size combination • Add one image and up to two colors	<b>Photography</b>
<i>continued</i>		• Design and present three different chapter divider ideas for your bound book	
<b>Week 9</b>		1. Select your best designs from each week and begin layout in book sequence. 2. Bookbinding preparation	<b>Layout and Binding Prep</b>
<b>Week 10</b>		• Critique, individual and group	<b>Critique, Revisions</b>

