

LETTERFORMS AND TYPOGRAPHY**PROFESSOR: CARLA BARR****TA: CHRISTO ALLEGRA**

Fall 2008, DMA 25

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Schedule

Week 0	Thursday Sept. 25	In class: Examination of fonts and discussion of type use in books and periodicals. Homework: Given in class.	
Week 1	Tuesday Sept 30	Design covers for the book, <i>Twentieth Century Type remix</i> by Lewis Blackwell, publisher Gingko Press 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	Composition and Use of Space
	Thursday Oct. 2	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.	Use of Space and Type Size
Week 2	Oct. 9	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.	Light and Dark
Week 3	Oct. 16	Design 10 different front covers for the book with the following parameters: • Grotesque MT, entire family. 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 4	Oct. 23	Design 10 different front covers for the book with the following parameters: • Grotesque MT, entire family. No condensed or extended fonts. • Any size combination	Point Size Combinations
Week 5	Oct 30	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	Rules and Blocks
Week 6	Nov. 6	Design 10 different front covers for the book with the following parameters: ADD SPINE AND BACK COVER TEXT THIS WEEK • 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	Color and Text Addition of Spine and Back Cover Spine 1 5/8 inches
Week 7	Nov. 13	Continuation of full cover design: front, back, spine using Nov. 6 parameters Note: Nov. 11 Veterans Day - classes do not meet Nov. 13 Bookbinder Charles Mohr will demonstrate bookbinding methods during the class session	Continue work using Color, Text
Week 8	Nov. 20	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 • Design and present three different chapter divider ideas for your bound book	Photography
Week 9	Nov. 25	1. Select your best designs from each week and begin	Layout and

