

# LETTERFORMS & TYPOGRAPHY 25

Professor: Carolina Trigo | TA Yiting Wang

## PROJECT DESCRIPTION

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designing the front and back covers and inside pages for Brett Easton Ellis' AMERICAN PSYCHO

## AIM

XX To discover and explore typography by following a step-by-step process of complexities; enabling you to make clear choices and visualize such process as a final book-format presentation. You will learn how to work with In-Design in combination with other Adobe software programs. At the end of the course the student should be able to set up a grid, columns and understand the aesthetics of typography and visual editing.

## CONTENT

XX American Psycho is a 1991 novel by Bret Easton Ellis. It is a first-person narrative of the life of a young yuppie Manhattanite and self-proclaimed serial-killer. The graphic violence and sexual content of the text was widely commented upon at the novel's release. Set in the 1980's, American Psycho spans roughly two years of the life of wealthy 26 year-old investment banker Patrick Bateman. It is Bateman who narrates his serial-killer antics, which become intentionally ambiguous towards the book's end.

## COURSE

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Assignments will be handed out (and a few exercises), from simple to more complex levels. The student will make 10 designs each week. Tuesdays are used for class reviews, practical software exercises and information on book typography. Two book binding sessions are included in this class.

## PRESENTATION

XX During crits students will put up 5 of their 10 designs on the wall before the beginning of class (before 2pm) in 2 rows of 5 designs on tabloid format (landscape) with 1" between sheets. Work must be clean and presentable. An InDesign format with student name & assignment number will be handed out. All sketches must be saved as digital files and all printouts kept and filed to show process.

## FINAL PROJECT

XX Each student will present a selection of all the work created, compiled and bound in the form of a book.

## THEORY

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Get your hands and minds on these XX  
— Getting it right with Type / by Victoria Squire  
— Thinking with Type / by Ellen Lupton / <http://www.thinkingwithtype.com>  
— Stop stealing sheep and find out how type works / by Erik Spiekermann  
— The Mac is not a typewriter / by Robin Williams

## TYPEFACE FAMILY YOU WILL BE WORKING WITH

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HELVETICA NEUE  
Ultra Light HELVETICA NEUE / Helvetica Neue  
Ultra Light Italic HELVETICA NEUE / Helvetica Neue

Light HELVETICA NEUE / Helvetica Neue  
*Light Italic HELVETICA NEUE / Helvetica Neue*  
Regular HELVETICA NEUE / Helvetica Neue  
*Italic HELVETICA NEUE / Helvetica Neue*  
**Bold HELVETICA NEUE / Helvetica Neue**  
***Bold Italic HELVETICA NEUE / Helvetica Neue***

#### COVER TEXT

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only front cover text will be used during assignments 1 to 5

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American Psycho

A novel by Bret Easton Ellis

Vintage Contemporaries

Vintage Books a division of Random House, Inc.

New York ISBN 0-679-73577-1

I live in the American gardens Building on W. 81st Street on the 11th floor. My name is Patrick Bateman. I'm 27 years old. I believe in taking care of myself and a balanced diet and rigorous exercise routine. In the morning if my face is a little puffy I'll put an ice pack while doing stomach crunches. I can do 1000 now. After I remove the ice pack I use a deep pore cleanser lotion. In the shower I use a water activated gel cleanser, then a honey almond body scrub, and on the face an exfoliating gel scrub. Then I apply an herb-mint facial mask which I leave on for 10 minutes while I prepare the rest of my routine. I always use an after shave lotion with little or no alcohol, because alcohol dries your face and makes you look older. Then moisturizer, then an anti-aging eye balm followed by a final moisturizing protective lotion.

#### SPINE TEXT

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to be included during assignment 6

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American Psycho

Bret Easton Ellis

Vintage ( + Logo)

#### BACK COVER TEXT

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to be included during assignment 6

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Fiction

Patrick Bateman is handsome, well educated, intelligent. He works by day on Wall Street, earning a fortune to complement the one he was born with. His nights he spends in ways we cannot begin to fathom. He is twenty seven years old and living his own American Dream.

"Brett Easton Ellis is a very, very good writer [and] American Psycho is a beautifully controlled, careful, important novel... The novelist's function is to keep a running tag on the progress of the culture; and he's done it brilliantly... A seminal book." — Fay Weldon, The Washington Post

"A masterful satire and a ferocious, hilarious, ambitious, inspiring piece of writing, which has large elements of Jane Austen at her vitriolic best. An important book." — Katherine Dunn.

"A great novel. What Emerson said about genius, that its the return of one's rejected thoughts with an alienated majesty, holds true for American Psycho... There is a fever to the life of this book that is unknown in American literature." — Michael Tolkin.

"The first novel to come along in years that takes on deep and Dostoyevskian themes... [Ellis] is showing older authors where the hands have to come to on the clock." — Norman Mailer, Vanity Fair.

#### GENERAL CLASS RULES

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XXXXXXXXXXXX ATTENDANCE XX

Class begins at 2pm sharp. If you are 15 min late without prior announcement to your professor or TA you get a tardy. Every tardy is half point down your final grade. If you are later than 15 min don't interrupt class, you will be marked absent. Every unexcused absence is 1 full grade down, 3 unexcused absences result in failing the class.

XXXXXXXXXXXX GRADES XX

Each class you will be evaluated on the following: class participation, presentation, organization and design skills. Your final grade is the average of all grades in combination with your attendance record.

XXXXXXXXXXXX OTHER XX

Turn off cellphones. No food in class, drinks are ok as long as they are away from machines or with a lid. No checking personal e-mails. Ask questions, make comments, learn from your peers, contribute! This is a team effort. Presentations need clean and precise printouts and coherent verbal descriptions.

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If you have any concerns during the course of the class please contact your professor and / or TA as soon as possible. Good luck, Have fun!