

DESN 130-Spring 2015 Schedule

1. THE FUNCTION OF TYPE – WEEK 1

- a. What is Typography and What Type Can Do in Design
- b. The History of Typography

2. CLASSIFICATION OF TYPESTYLES – WEEK 1-3

- a. Anatomy
- b. Style, weight and width
- c. Swashes, ligatures
- d. Uppercase and lowercase
- e. Caps and small caps
- f. Lining and non-lining figures

g. Type Anatomy Quiz

h. Type Sample Book Project-Homework Assignment

i. Drawing Letterforms Project

j. Typeface selection project – Mood / style combinations

3. TYPE ALIGNMENT – WEEK 3-4

- a. Alignment categories for heads
- b. Leading in headlines logos
- c. Kerning / tracking – kerning heads
- d. Optical and mechanical alignment

e. Title project

4. TYPE MODIFICATION – WEEK 5-6

- a. Multiple strokes / effects

b. Logotype Project

5. MID-TERM PROJECT – WEEK 7-8

6. TYPE SIZES – WEEK 9-10

- a. How to measure type
- b. Leading and type size
- c. Line length

d. Hierarchy / emphasis Project

7. PAGE LAYOUT – WEEK 11-13

- a. Paragraph Indications
- b. Justification adjustments – tracking
- c. Widows, rivers and orphans
- d. Hyphens and dashes
- e. Apostrophes, quotation marks and primes
- f. Punctuation alignment – hanging punctuation

g. Page Layout project

8. FINAL PROJECT – WEEK 14-15

9. FINAL EXAM – WEEK 16 – May 5-8

- a. Time/date will be announced**

10.IMPORTANT DATES:

- a. Jan 19 – No Class – MLK Day**
- b. March 9-13 – No Class – Mid-term Break**
- c. April 3 – No Class – Good Friday**
- d. May 1 – No Class – Senior Portfolio Review**
- e. May 4 – No Class – Freshman Review**