

## Typography

GD112

Instructor: Genevieve Hitchings

### Week One Agenda

This course focuses on the basic mechanics of typography – how type is measured, specified, identified, the terminology involved and how style decisions are made. All student work will be created non-digitally (without the use of a computer), although students will be using the computer for research and reference in their homework assignments

### Requirements

**Grading** is based on the personal growth of each student in understanding typography as a design element.

**Absences** are to be avoided. Any student missing three classes or more without prior arrangements will not receive a passing grade. Any student present in class but unprepared will be counted as absent.

**Supplies:** student must come to class prepared with the following *required* supplies:

- Drawing Pad
- Tracing Pad
- #2 Drawing Pencils
- Kneaded Eraser
- T-Square
- Triangle
- Xacto Knife
- Black Fine Point Permanent Markers
- Black Pilot Razor Point Pens
- Cutting Board
- 12" ruler or Triangle
- Mounting Board for assignments (will be specified)

### Introductions

My background

Students and area of interest

Resources: [www.commarts.com](http://www.commarts.com)

[www.aiga.com](http://www.aiga.com)

[www.tdc.org](http://www.tdc.org)

[www.adcglobal.org](http://www.adcglobal.org)

### Lecture:

InDesign/Quark, Photoshop, Illustrator

Print vs. Web

History: Origins of our written language

Basic type terminology and Anatomy of a letterform

Five Classic Typefaces Styles

Choose designer

### Go Over Homework Assignment

### In-Class:

Five Classic Typefaces Styles