

ADV1160

Instructor: Genevieve Hitchings

Week Two Agenda

Resources: www.commarts.com
 www.aiga.com
 www.tdc.org
 www.adcglobal.org

Lecture: InDesign/Quark, Photoshop, Illustrator
 History: Origins of our written language
 Basic type terminology and Anatomy of a letterform
 Five Classic Typefaces Styles

In-Class: Five Classic Typefaces Styles

Homework:

1. Finish type category classification worksheet
2. Next week the first in-class presentations on the designer you signed up for, begins.
(Class meets on Thursday.)