

ADV1160

Instructor: Genevieve Hitchings

Week Three Agenda

Resources: <http://designarchives.aiga.org>

Lecture: Readability/Legibility
Anatomy of a letterform
Review five Classic Typefaces Styles

Assess magazine layouts: Terms
Rules & Breaking Rules in Layout Design

In-class Presentation –Milton Glaser

In-Class: InDesign - Comping Type

Homework:

1. Finish 'Comping Type' worksheet
2. Next week 2 presenters on the in-class designer series
 - > Paula Scher
 - > Seymour Chwast