

# What will you be creating in this course?



## Typography Journal

Over the course of the semester, collect samples of unconventional type out **in the wild**. You can use original photographs, or print outs of photographs, cut-outs from magazines, newspapers, packaging or found scraps of paper on the street, just **NO print outs of stuff found online**. Each sample should be a **two-inch square**. Arrange your entries in a grid of 2 columns, 4 rows per page, each with a simple caption of where you found it **along with why you think it's interesting**.

Complete **at least 4 pages** by end of semester.

**Goal:** To appreciate various type forms in various contexts.

**Grading criteria:** Variety of typefaces (50xp). At least 4 pages completed (30xp). Captions (20xp).

**Presentation:** Any book-like format.



## Celebrity Ransom Note

Using found letters from various print sources, create a ransom note with your list of demands for the release of a chosen celebrity. The design of the note must reflect some aspect of the persona of the celebrity in a creative way. Also, the note should include at least one letter from the following categories:

- Blackletter
- Humanist Serif or Old Style
- Transitional Serif
- Modern Serif
- Slab Serif
- Neo-Grotesque Sans
- Geometric Sans
- Humanist Sans

### Why?

- To start looking at type forms as shapes not just letters.
- To reinforce type classification knowledge.

### Grading criteria:

- Layout creativity (50xp).
- Required typefaces (50xp).

**Deliverable:** 8" square paper mounted on a black thick card stock or foam core.



PROJECT  
2.

## Type Hall of Fame Nominations

You've been given the responsibility of nominating 1 Typeface designer to be inducted into the fictitious Typography Hall of Fame. To do this you'll need to research the life and work of any typeface designer and present your case to the class, **in under 5 minutes**. The presentation needs to make a compelling case as to why your chosen designer deserves to be inducted, after which the class will vote for a winner. So consider:

- What makes them special/important as a type designer?
- What typefaces did they design?
- Were they influential/controversial?
- Included in their presentation should be at least 3 sources.

**Why?**

- To practice research and presentation skills.
- To learn about the people behind the typefaces.

**Grading criteria:**

- How well you keep the class' attention for the whole 5 minutes (50xp).
- Evident research quality (50xp).

**Deliverable:** In-class presentation



PROJECT  
3.

## Character Type

Using only glyphs (letters, numbers & punctuation marks) assemble the elements to create a face, human figure, animal or any other living creature.

**Why?** To see letter forms as shapes with personality of their own not just symbols.

**Grading criteria:**

- Creative use of glyphs (80xp).
- Neatness (10xp).
- Critique at least 2 others (10xp).

**Deliverable:** 8" square paper mounted on a firm black paper stock with at least a 2" border.



Unless needed for a class activity, please avoid using personal devices during class time. That means keep the texting, browsing, snapping, 'gramming, swiping limited to class-related activities.

