Typography

Class meeting

Office hours: M / W 1:00-2:00 or by appt.

Phone: 844-3383

Email: bryankv@auburn.edu
Graphic Design...is the most ubiquitous of all the arts

It responds to needs at once personal and public, embraces concerns both economic and ergonomic, and is informed by many disciplines including art and architecture, philosophy and ethics, literature and language, science and politics and performance. Graphic design is everywhere, touching everything we do, everything we see, everything we buy: we see it on billboards and in Bibles, on taxi receipts and on web sites, on birth certificates and on gift certificates, on the folded instructions inside jars of aspirin and on the thick pages of childrens' picture books. Graphic design is the boldly directional arrows on street signs and the blurred, frenetic typography on the title sequence to ER. It is the bright green logo for the New York Jets and the monochromatic front page of The Wall Street Journal. It is hang-tags in clothing stores, postage stamps and food packaging, fascist propaganda posters and brainless junk mail. Graphic design is complex combinations of words and pictures, numbers and charts, photographs and illustrations that, in order to succeed, demand the clear thinking of a particularly thoughtful individual who can orchestrate these elements so that they all add up to something distinctive, or useful, or playful, or surprising, or subversive, or somehow memorable. Graphic design is a popular art and a practical art, an applied art and an ancient art.

Simply put, it is the art of visualizing ideas.

— Jessica Helfand
**Course Title/credit hours/prerequisites**

GDES 2220 Typography in Graphic Design (4 HR - 3HR studio + 1HR lecture). Prerequisites: ARTS 1120, ARTS 1210, ARTS 2220, two 1000-level Art History courses, and 6 hrs. of University Core Curriculum. Minimum 2.5 GPA in pre-requisite courses and the prerequisite of department approval.

**Required texts**

- *A Type Primer* by John Kane, Prentiss Hall Publisher, 2002 ISBN: 013099071X
- *Stop Stealing Sheep & find out how type works* 2nd edition by Erik Spiekermann and E.M. Ginger, Adobe Press, 2002

**Recommended texts**

- "Typography Now Two: Impression" by Rick Poyner; "Typography: an encyclopedic survey of type designs and techniques throughout history". Friedl, Ott and Stein; "Type and Image", Meggs; Working With Computer Type", Carter; "Inside/Outside". Malcolm Grear; "Typographic Specimens: the Great Typefaces", Meggs and Carter; "Graphic Design Processes". Ken Hiebert; "The Mac is not a Typewriter", Williams; "Grid Systems In Graphic Design", Josef Mueller-Brockmann

Students are urged to stay abreast of the following design periodicals:

*Print, U&lc, Graphis, Emigre, Eye, Step by Step, How, Communication Arts, ID, etc.*

**Course Description**

Practical applications of typography for design and layout, advertising and other contemporary formats. Historical and anatomical development of type and letter forms. Emphasis on presentation and visualization of concepts.

**Course Objectives**

- to explore and understand the use and potential of typographic forms as design elements and to understand that the goal of the typographer is to bring visual form to verbal language
- to become familiar with the terminology, methodologies, and techniques used to execute effective solutions to graphic design problems
- to learn to establish visual continuity and logical hierarchy of information
- to begin to develop an awareness of the principles of typography: legibility, readability, appropriateness, function, flow and form and to gain awareness of the historical development of the typographic form
- to explore the Macintosh computer as a design tool and become proficient with specific software
- to develop the ability to clearly communicate using relevant typographic vocabulary

**Course Content**

Please see attached calendar.
OUTSIDE ASSIGNMENTS: You will ALWAYS be expected to come to class with work that demonstrates significant progress since the last class meeting. Coming to class without homework will be severely detrimental to your final grade. There is a direct relationship between the amount of work you do and the quality of your final projects. Again, if you are not prepared for class and have not completed your outside assignment, you will be counted absent. (see attendance above)

TESTS: There will be at minimum a midterm and final test in Typography based on readings and class discussions. Both tests together are equal to one project grade. There may be quizzes, both announced and unannounced.

GRADING: Your work should exhibit clear communication in both its visual and written components. Certain projects may require the generation of your own original copy based on research. As writing skills are invaluable to designers, this will affect project grades.

Evaluation of final projects will be based on evidence of well-reasoned ideas/concepts, visually effective execution, good craftsmanship, as well as evidence of extensive investigation and exploration exhibited by process/research notebooks turned in with each project that document your design process.

GRADE SCALE:

F  Little or no work completed
D  Lack of ideas and effort, poor craftsmanship, and little time invested in preliminary work and idea development
C  Average work. Fulfills the requirements of the assignment only adequately – Ordinary work with little effort in craftsmanship or attention to details
B  Above average work that is a result of good craftsmanship and idea development. Care is taken at all stages of the design process. This grade may be given if the idea and effort are strong but the final product falls short of the ambition of the concept.
A  Unusual and superior work that combines both excellent craft and ideas – exhibits consistent effort through the entire process as well as constant involvement in class discussions.

A grade of S/U does not apply as this course is for credit only.

Your attitude and participation during critiques and discussions will affect every project grade.

• You will receive one full project grade for your general attitude in class and for your participation during critiques and discussions; communication skills are essential in graphic design.
• The two tests equal one letter grade and the written assignment grade counts the same as one project grade.
DEADLINES: Late or incomplete work will constitute a grade no greater than D (see below). If you arrive late to class, your work is late. Assignments will be graded at specified times throughout the semester. Projects will be turned in along with research/process notebooks (research, thumbnails and roughs) for each assignment at these times. An evaluation sheet will be returned with a brief explanation of the grade. It will not be possible to pass this class without producing the required preliminary work. Your final grade will be an average of project grades, paper, and tests plus consideration for attendance and for professional attitude (motivation, participation in class, preparation for class, presentation and craft). Criteria used will be the instructors evaluation of whether or not the projects submitted by the student fulfills the intent of the course and whether or not the project meets the professional standards set forth in class. PLAGIARISM will constitute an automatic grade of “F” on that project and the professor will follow the policy outlined in the Tiger Cub (see below). Only work turned in on time may be revised after grading but no work will be re-graded however, all revised work will be taken into account in the final portfolio evaluation.

Work turned in after the specified deadline receives a grade no greater than a D. If you are unable to attend class for some other reason, please call either my office or the departmental secretary (844-4373) and ask to leave a message to that effect in my mailbox. I will call roll daily at the very beginning of every class day.

In the event of a student not being able to complete all the course work on time, it is their responsibility to initiate a meeting with the instructor to discuss possibility of the grade of incomplete (IN) being issued for the course. It is also the students responsibility to seek out the instructor to know their progress throughout the semester. (See grading scale above.)

A deadline will be set for each assignment. To receive a passing grade, the assignment must be complete at the time of the critique (including presentation). Any project complete on time may be revised. Any project not complying with the deadline will receive a grade of “D” or “F”, and may not be revised. (Personal absence will not excuse one’s work from a deadline. Again, if you are sick or absent the day of a critique, your project must be turned in even if you don’t make it. Call my office and leave a message if you are unable to attend critique. If you are excused from the critique, the student and faculty member will set a due date and critique time for that individual that is reasonable for the student to complete.)

FINAL PORTFOLIO: You are expected to submit a final portfolio on the last day of classes which consists of all course projects, along with your final project with research for the final project.

RESEARCH NOTEBOOK: You are required to keep a research/process notebook to organize your course materials, notes, sketches and exercises. These will be collected and reviewed with each project deadline. Only the research for each project needs to appear each time the research notebook is collected. The final research notebook only reflects research of the final project, not the whole semester.
course policy

ATTENDANCE IS MANDATORY.
As in any structured studio teaching environment, attendance is essential to derive the full benefit from lectures, demonstrations, discussions and assistance. Students are expected to approach the class with a professional attitude and a willingness to work beyond just doing what is asked. Students are expected to commit themselves and to work hard, every day, not just for better grades but for the enjoyment that the work brings and the growth that comes with it. You are expected to be in class with our materials and working at each class session. Therefore, it will be the policy of this class to allow a maximum of two unexcused absences during the semester. Excessive absences (more than two unexcused) or absence during a critique (except under extenuating circumstances) may result in a lower course grade. If you are unable to attend class for some other reason, please call my office, and leave a message to that effect. I will call the class roll daily at the beginning of class.

After two unexcused absences your final grade will be dropped by one letter grade per absence over two. Six unexcused absences is grounds for a failing grade regardless of the work completed. If you arrive late, it is your responsibility to inform me that you have arrived late after attendance has been taken or you might be considered absent. Three tardies are equivalent to one absence. It is the student’s responsibility to keep up with their own absences to know their standing in the class.

Note: A student's failure to complete the assigned work for a class period may result in their dismissal from class and an absence will be issued for that class period. It is imperative that a student come prepared to an art studio class or he/she cannot participate, this includes materials.

academic honesty statement
All portions of the Auburn University student academic policy honesty code (Title XII) found in the Tiger Cub will apply to this class. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will file the case to the Academic Honesty Committee.

student with disabilities statement
STUDENTS WITH DISABILITIES: Students who need accommodations in class are asked to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. You must bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have an Accommodation Memo but need accommodations, make an appointment with The Program for Students with Disabilities, 844-2096.

lab rules
No food or drink
No spray glue or fixatives
No loud music
No cell phones
necessary materials

The following list of required materials is not complete. As the semester progresses other supplies may be needed depending on the specifics of the project.

- Make sure you label your materials well. Everyone else has a ruler and materials just like yours.

**computer supplies**
- CD-R recordable cds and/or
- San Disk Cruzer Mini - 256 MB or larger

**supply list**
- Tracing paper – pad or roll
- 18" clear c-thru red grid ruler
- Tape – drafting / masking tape
- 24" CORK BACKED metal ruler (both inches and Picas)
- T-square and triangle rulers
- X-acto knife and at least 2 packs of #11 blades (get a bulk pack of 100 if you can)
- Soft lead pencils / if you choose a mechanical pencil get appropriate sharpener
- Adhesives – rubber cement and thinner
- Rubber cement pick-up
- Eraser – kneaded and white plastic (no pink eraser)
- Super Black Bainbridge board as needed (either single or double but be consistent all semester)
- 18" x 24" sheets as needed for presentation
- Krylon Crystal Clear as needed
- 3-ring binder with clear acetate pages (8 1/2" x 11") to organize handouts and research notes
- Portfolio to store and organize projects
- Self healing cutting mat (recommended) 18"x24"

**note**
All assignments will be presented on black bainbridge board and flapped with tissue overlay and black Crescent cover sheet.
AUGUST  
M 19  syllabus / project 1 / assign paper  
W 21  paper presentations / assign project 1 / work on step 1 / review vocab  
F 23  LECTURE / review vocab / step 1 due / work on step 2 and 3 / review vocab  
M 26  step 2 and 3 due / work on step 4 / quark demo / review vocab  
W 28  step 4 due / work on steps 5 and 6 / review vocab  
F 30  LECTURE: vocabulary  

SEPTEMBER  
M 2  NO CLASS / labor day holiday  
W 4  steps 5 and 6 due / present step 7 roughs / review vocab  
F 6  LECTURE  
M 9  present final versions of step 7  
W 11  assign project 2 / work on project 1 in class  
F 13  LECTURE  
M 16  project 1 due (10 cards)  
W 18  project 2 thumbnails due / in class desk crits / establish ideas in square format  
F 20  project 2 computer roughs due / revise project 2 in class  
M 23  revised compositions due / discussion on body copy / assign project 3  
W 25  project 2 final due (symbols)  
F 27  LECTURE / imagery (existing or created) and quote due for project 3 / class demo scanning  

OCTOBER  
M 30  pencil thumbnails due on project 3 / work in class  
W 2  half size computer roughs due on project 3  
F 4  LECTURE / class crit on full size print outs roughs (print out at ramsay or copy cat.)  
M 7  project 4 thumbnails due  
W 9  project 3 due (type and image) / crit  
F 11  LECTURE / project 4 desk crit of computer roughs, full size, trimmed to size / midsemester test  
M 14  revised layouts due, work in class / assign project 5  
W 16  sketches and concepts due on cube assignment / project 4 tight comps  
F 18  LECTURE / project 4 due  
M 21  revised thumbnails due on project 5 / begin computer final design / demo cube construction  
W 23  cube constructed / desk crit computer rough layouts (flat and 3d) / revise  
F 25  LECTURE / revised layout due / work in class
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Activity</th>
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<tbody>
<tr>
<td>M 28</td>
<td>assign project 6 / LECTURE: grid / demo thumbnail sketches on grid / discuss themes</td>
<td></td>
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<tr>
<td>W 30</td>
<td>project 5 due (type cube) / class crit</td>
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<tr>
<td>F  1</td>
<td>theme chosen / grid established / theme thumbnails due (30 minimum) / body copy due</td>
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<td><strong>NOVEMBER</strong></td>
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<tr>
<td>M  4</td>
<td>revised sketches due / desk crit / choose 8 spreads / begin computer work / assign sleeve of book</td>
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<tr>
<td>W  6</td>
<td>roughs due on computer / work in class on computer and sketches</td>
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<tr>
<td>F  8</td>
<td>LECTURE / sketch on sleeve layouts due / finish computer revisions</td>
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<tr>
<td>M 11</td>
<td>computer layouts due-full size / revise computer layouts / demo small half size dummy</td>
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<tr>
<td>W 13</td>
<td>full size dummy due with sleeve / desk crit</td>
<td></td>
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<tr>
<td>F 15</td>
<td>LECTURE / work day / rework dummy for final book and sleeve</td>
<td></td>
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<tr>
<td>M 18</td>
<td>revised layouts due (flat) / computer layout of sleeve due / work in class</td>
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<tr>
<td>W 20</td>
<td>All revised projects due / revise and output final / assemble final book and sleeve</td>
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<tr>
<td>F 22</td>
<td>Final project due / critique / Final portfolios due with all projects and research</td>
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<tr>
<td>M 25</td>
<td>Thanksgiving break / NO CLASS</td>
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<td>W 27</td>
<td>Thanksgiving break / NO CLASS</td>
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<td>F 29</td>
<td>Thanksgiving break / NO CLASS</td>
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<tr>
<td>M  2</td>
<td>critique continues</td>
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<td><strong>DECEMBER</strong></td>
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<tr>
<td>W  4</td>
<td>No class</td>
<td>Senior project opening at 4:00 in foyer union gallery</td>
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<tr>
<td>F  6</td>
<td>No class / grading / last day of classes / portfolios returned</td>
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Typography

Kelly
Culver

Syllabi
Plur with

class meeting
T / H 1:00-3:50

office hours
M / W 9:00-10:00 or by appt.

phone 844-3383

email bryankv@auburn.edu
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Simply put, it is the art of visualizing ideas.

— Jessica Helfand
course policies

course description
GDES 2220 Type 1 in Graphic Design (3HR studio).

course objectives
- to explore and understand the use and potential of typographic forms as design elements and to understand that the goal of the typographer is to bring visual form to verbal language
- to become familiar with the terminology, methodologies, and techniques used to execute effective solutions to graphic design problems
- to learn to establish visual continuity and logical hierarchy of information
- to begin to develop an awareness of the principles of typography: legibility, readability, appropriateness, function, flow and form and to gain awareness of the historical development of the typographic form
- to explore the Macintosh computer as a design tool and become proficient with specific software
- to develop the ability to clearly communicate using relevant typographic vocabulary

course prerequisites
AT 1110, 1120, 1210, 1220, and two of the following 1710, 1720 and 1730.

note
STUDENTS WITH DISABILITIES: Students who need accommodations are asked to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by E-mail. Bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have an Accommodation Memo but need accommodations, make an appointment with The Program for Students with Disabilities, 844-2096.

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attendance
MANDATORY.
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result in a lower course grade. If you are unable to attend class for some other reason, please call my office, and leave a message to that effect. I will call the class roll daily at the beginning of class.

After two unexcused absences your final grade will be dropped by one letter grade per absence over two. Six unexcused absences is grounds for a failing grade regardless of the work completed. If you arrive late, it is your responsibility to inform me that you have arrived late after attendance has been taken or you might be considered absent. Three tardies are equivalent to one absence. It is the student's responsibility to keep up with their own absences to know their standing in the class.

Note: A student's failure to complete the assigned work for a class period may result in their dismissal from class and an absence will be issued for that class period. It is imperative that a student come prepared to an art studio class or he/she cannot participate, this includes materials.

**outside assignments**

You will ALWAYS be expected to come to class with work that demonstrates significant progress since the last class meeting. Coming to class without homework will be severely detrimental to your final grade. There is a direct relationship between the amount of work you do and the quality of your final projects. Again, if you are not prepared for class and have not completed your outside assignment, you will be counted absent. (see attendance above)

**tests**

There will be at minimum a midterm and final test in Typographics based on readings and class discussions. Both tests together are equal to one project grade. There may be quizzes, both announced and unannounced.

**grading**

Your work should exhibit clear communication in both its visual and written components. Certain projects may require the generation of your own original copy based on research. As writing skills are invaluable to designers, this will affect project grades.

Evaluation of final projects will be based on evidence of well-reasoned ideas/concepts, visually effective execution, good craftsmanship, as well as evidence of extensive investigation and exploration exhibited by process/research notebooks turned in with each project that document your design process.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
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<tbody>
<tr>
<td>F</td>
<td>Little or no work completed</td>
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<tr>
<td>D</td>
<td>Lack of ideas and effort, poor craftsmanship, and little time invested in preliminary work and idea development</td>
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</tbody>
</table>
C Average work. Fulfills the requirements of the assignment only adequately — Ordinary work with little effort in craftsmanship or attention to details.

B Above average work that is a result of good craftsmanship and idea development. Care is taken at all stages of the design process. This grade may be given if the idea and effort are strong but the final product falls short of the ambition of the concept.

A Unusual and superior work that combines both excellent craft and ideas — exhibits consistent effort through the entire process as well as constant involvement in class discussions.

Your attitude and participation during critiques and discussions will affect every project grade.

- You will receive one full project grade for your general attitude in class and for your participation during critiques and discussions; communication skills are essential in graphic design.
- The two tests equal one letter grade and the written assignment grade counts the same as one project grade.

deadlines Late or incomplete work will constitute a grade no greater than D (see below). If you arrive late to class, your work is late. Assignments will be graded at specified times throughout the semester. Projects will be turned in along with research/process notebooks (research, thumbnails and roughs) for each assignment at these times. An evaluation sheet will be returned with a brief explanation of the grade. It will not be possible to pass this class without producing the required preliminary work. Your final grade will be an average of project grades, paper, and tests plus consideration for attendance and for professional attitude (motivation, participation in class, preparation for class, presentation and craft). Criteria used will be the instructors evaluation of whether or not the projects submitted by the student fulfills the intent of the course and whether or not the project meets the professional standards set forth in class. Plagiarism will constitute an automatic grade of “F” on that project and the professor will follow the policy outlined in the Tiger Cub. Only work turned in on time may be revised after grading but no work will be re-graded however, all revised work will be taken into account in the final portfolio evaluation.

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final portfolio A deadline will be set for each assignment. To receive a passing grade, the assignment must be complete at the time of the critique (including presentation). Any project complete on time may be
revised. Any project not complying with the deadline will receive a grade of "D" or "F", and may not be revised. (Personal absence will not excuse one's work from a deadline. Again, if you are sick or absent the day of a critique, your project must be turned in even if you don't make it. Call the art office and leave me a message or call me directly.)

You are expected to submit a final portfolio on the last day of classes which consists of all course projects, along with your final project with research for the final project.

research notebook You are required to keep a research/process notebook to organize your course materials, notes, sketches and exercises. These will be collected and reviewed with each project deadline. Only the research for each project needs to appear each time the research notebook is collected. The final
necessary materials

The following list of required materials is not complete. As the semester progresses other supplies may be needed depending on the specifics of the project.

- Make sure you label your materials well. Everyone else has a ruler and materials just like yours.

computer supplies

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supply list

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T-square and triangle rulers
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Soft lead pencils / if you choose a mechanical pencil get appropriate sharpener
Adhesives — rubber cement and thinner
Rubber cement pick-up
Eraser — kneaded and white plastic (no pink eraser)
Super Black Bainbridge board as needed (either single or double but be consistent all semester)
18" x 24" sheets as needed for presentation
Krylon Crystal Clear as needed
3-ring binder with clear acetate pages (8 1/2" x 11") to organize handouts and research notes
Portfolio to store and organize projects
Self healing cutting mat (recommended) 18"x24"

required texts

* A Type Primer by John Kane ISBN: 013099071X
* Stop Stealing Sheep & find out how type works 2nd edition Spiekermann and Ginger
* InDesign CS3 for Macintosh — Visual Quickstart Cohen

recommended texts


Students are urged to stay abreast of the following design periodicals:
Print, U&lc, Graphis, Emigre, Eye, Step by Step, How, Communication Arts, ID, etc.

note

All assignments will be presented on black Bainbridge board and flapped with tissue overlay and black Crescent cover sheet.
# Typography

**GOES 2220 : FALL 2008**

**PROFESSOR BRYANT : office 221**

## Course Calendar

**August**
- **19** syllabus / assign research paper / lecture on categories of type / assign project 1 / demo and assign step 1
- **21** paper presentations / review vocab / finish step 1 in class / assign step 2 and 3
- **26** step 1, 2, and 3 due / assign steps 4 and 5 / InDesign demo / work in class
- **28** step 4 due, work on step 5 in class / assign step 6 and demo mounting cards / review vocab / finish paper presentations

**September**
- **2** step 5 and 6 due / assign step 7 / review vocab
- **4** step 7 roughs due / revise and finalize project 1 / assign project 2 / work on project 1 in class
- **9** project 2 thumbnails due / in class desk crits / establish ideas in square format / review vocab
- **11** **Project 1 Due** (10 cards) / crit / work on project 2 compositions in class
- **16** revise project in class / discussion on body copy / assign project 3
- **18** revised compositions due / imagery and quotes due for project 3 / class demo scanning images
- **23** **Project 2 Due** (gestalts) / crit / continue working on project 3 in thumbnail and scanning images
- **25** No Class -- Senior review (25th)

**October**
- **30** pencil thumbnails due on project 3 / work in class
- **2** class crit on full size print outs roughs (print out at Ramsay or copy cat) / assign project 4
- **7** project 4 thumbnails due / work on finishing project 3 / work on project 4
- **9** **Project 3 Due** (type and image) / crit / review for midterm test / project 4 to computer
- **14** Midsemester Test / project 4 desk crit of computer roughs, full size, trimmed to size / assign project 5
- **16** revised layouts due on project 4 / sketches and concepts due on project 5
- **21** **Project 4 Due** (syntax) / crit / revised thumbnails due on project 5 / begin computer roughs
- **23** demo cube construction / desk crit computer rough layouts (flat and 3D) / revise
- **28** revised layout due / cube constructed / work in class / assign project 6 / discuss themes
- **30** **Project 5 Due** (type cube) / crit / theme chosen / body copy due

**November**
- **4** rough idea thumbnails on project 6 due / discuss grid / demo thumbnail sketches on grid
- **6** revised sketches due on grid / desk crit / choose 8 spreads / begin computer work / assign sleeve of book
11  1/2 size computer roughs due / work in class on revisions and sleeve design
13  computer layouts due-full size / revise computer layouts / demo small half size dummy
18  full size dummy due with sleeve / desk crit
20  all project revisions on projects 1-5 due (if any) / revise and output final project 6 / assemble book and sleeve

december
25  Thanksgiving
27  Thanksgiving

2  project 6 due (book) / class crit / portfolio due with all projects (including any revisions you choose to do)
4  second test / portfolios returned / prepare for portfolio review