GR 25: Typography
Spring 2008 Syllabus • Wednesday 5:00-9:30
Orient Building • Room 200

Professor: Marc Fasanella  marcfasanella@optonline.net
Office Hour: Wednesday 4:00 - 5:00 & by appointment

Course Description:
A study of the historical development, design and use of letter forms. This problem solving based studio
course allows the student to explore the creation and application of letterforms for the solution of
communication based problems. Type history, identification, nomenclature, measuring systems, and design
are emphasized.

Evaluation:
Students will be evaluated upon the completion of three projects, a typographic journal and a final exam.
Project work: Blues festival poster, note card size typographic invitation, “illuminated” page layout.
The projects, journal and the final exam are weighted equally in the determination of the final grade.
Works critiqued after the due date minus one half grade for each class meeting until submitted.

Attendance:
• One absence allowed during the course of the semester.
• Zero absence / lateness / departure adds five points to your final average.
• Two or more absences - the equivalent number of points x ten subtracted from your final average.
• Ten minutes or more late to class three times = one absence.
• Leaving class early by 30 minutes or more twice is equivalent to one absence.

The student is responsible for obtaining all material covered during missed sessions.

Professionalism:
No plagiarizing, unhealthy competition, cell phones, use of computer during lectures, internet browsing, text
messaging, gossip, socializing outside of break time, harassment, whining, or other unprofessional and
immature behavior.

Course Objectives:
• Understand the evolution of letterforms.
• Cite the visual elements employed in the design and use of letterforms.
• Describe the functional principles used in the creation of letterforms.
• Develop skill in the use of tools and techniques related to the creation of letterforms.
• Employ skills and knowledge gained toward the creation of items that make use of letterforms.
GR 25  Typographic Design Calendar:

Feb 6  Introduction to course:

13  Pre-Writing:
Pictographs, Ideographs, Logograms, the meaning of symbols.  Thumbnails due.

20  The Alphabet: Early Written Communication:

27  The Alphabet:

Mar 5  Geometry and Law:
Romans capitals & rustic.  Poster due.

12  Dark Ages:
Gothic, Carolingian, Textura, Blackletter.  Assignment: Invitation.

19  Spring Break!

26  Humanism:

Apr 2  Elegance & Decadence:
Baroque, Rococo.  Roughs due.

9  Modern Romans:

16  Industrial Revolution:
Copperplate & technology, Arts & Crafts.  Invitation Due due.

23  Architectonic & Biomorphic:

30  Brave New World:
Bauhaus, Dada, Constructivism, De Stijl. Legibility research, Line length.  Thumbnails due.

May 7  Order?!:

14  What Now?:

21  FINAL EXAM, Typographic Illumination due, Type journal due.

Be Well! Enjoy the Summer!!