

TYPOGRAPHY 1

GRA 2202c Typography 1

Typography 1 is studio class, teaching the basic concepts and vocabulary of typography with an emphasis on the expressive potential of typography. Type anatomy, classification, and basic terminology will be taught.

OBJECTIVES:

To familiarize students with the formal vocabulary and conventions of typography
To provide opportunities for students to make work that uses typography in rich and visually interesting ways.
At the end of this course, students should be able to:
Define commonly-used typographic terms
Identify letterform anatomy
Use type experimentally—work outside the formal conventions of typography
Use a variety of tools and methods to produce work

TOPICS:

Typographic vocabulary (leading, kerning, tracking, rag, point)
Anatomy of letterforms (serif, ascender, descender, bowl)
Typography as image
Typography in the everyday environment
Rules and conventions of typesetting
Typographers past and present
Type as image, illegible type, experimental methods
Photographs, photocopier, triangles, X-Acto

REQUIRED TEXTS:

Thinking with Type: Ellen Lupton