

## Production Schedule

Tuesday, January 13  
Class begins / Introduce Syllabus and Course Structure  
[Assign Exercise 01 - Type Library and Classification](#)

Thursday, January 15  
Watch "Helvetica"

Tuesday, January 20  
[Exercise 02 - Type as Shape](#)

Thursday, January 22

Tuesday, January 27  
Assign Project 01

Thursday, January 29  
[Quiz 01: Outline / The Designer as Author](#)

Tuesday, February 03  
Process review - Project 01

Thursday, February 05

Tuesday, February 10  
[Quiz 02: Based on all Readings Assigned](#)

Thursday, February 12  
[Exercise 03 - Kerning with Perfection](#)

Tuesday, February 17

Thursday, February 19  
[Project 01 / Final Critique](#)

Tuesday, February 24  
Assign Project 02 - Cereal Box Recontextualized

Thursday, February 26

Tuesday, March 03

Thursday, March 05  
[Exercise 04 - Reading a Can of Food](#)

Tuesday, March 10

Thursday, March 12

Tuesday, March 17  
[Project 02 Final Critique](#)

Thursday, March 19  
Assign Project 03  
[Quiz 03 - Assigned Readings](#)

Tuesday, March 24 - [No Class Spring Break](#)

Thursday, March 26 - [No Class Spring Break](#)

Tuesday, March 31  
Discussion of Final Research Paper & Presentation

Thursday, April 02

Tuesday, April 07  
[Project 03 Final Critique](#)

Thursday, April 09  
Assign Project 04

Tuesday, April 14  
Quiz 04 - Assigned Readings

Thursday, April 16

Tuesday, April 21  
Research Paper due

Thursday, April 23  
Artwork for Project 04 to Printer

Tuesday, April 28  
Final Critique Project 04  
Turn in Process Books for Review

Thursday, April 30 - Last day of class  
Presentations of Research Paper

Tuesday, May 05  
Final Exam Review  
Exercise 01 - Type Library and Classification

Thursday, May 07  
Final Exam

## **Course Deliverables**

Projects 1 - 4 @ 100 points each = 400 points  
Exercises 4 @ 25 points each = 100 points  
Final Typography History Research Paper + Presentation  
[Includes an Annotated Bibliography = 100 points  
Quizzes Related to Readings 4 @ 25 points each = 100 points  
Final Examination = 100 points  
Process Book / Portfolio = 100 points  
Total possible points: 900

## **Exercises**

Exercise 01  
Type Specimen Archive  
Classify your type!

Exercise 02  
Type as shape  
Cubes of letter forms  
Typographic Joinery  
Anatomy!

Exercise 03  
Visual hierarchy  
Organization of typographic messaging on canned food

Exercise 04  
Shaping the page

## Projects [400 points]

Project 01

Typographic space and authorship

[The Designer as Author](#)

[Rick Poynor, Eye Magazine](#)

Project 02

Rethinking how a cereal box is read.

Project 03

Evolution of Western Alphabet / History Booklet Design

Presentations of historical movement

Project 04

Typographic Identity

Design of personal name card

Printed / edition of 50 / [UNL Printing Services](#)

## Research Paper / Presentation [100 points]

### Quizzes [100 points]

Quiz 01 - Assigned readings

Quiz 02 - Assigned readings

Quiz 03 - Assigned readings

Quiz 04 - Assigned readings

## Final Exam [100 points]

## Process Book / Portfolio [100 points]