

Typography
Course Projects
Spring 2015

Typography
GRPH 223-01
11:00 – 1:50 p.m.
Tuesday + Thursday
208 Woods Art Building

Course Deliverables

Stacy Asher
telephone 415 312 7810
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209A Woods Art Building

Office Hours
Tuesday + Thursday
5:00 – 6:00 p.m.
or by appointment

stacyasher.com

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]



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