



PROJECTS + EXERCISES

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Office Hours:
Tuesdays 6:45–7:45 p.m.
XARTS 006
or by appointment

Typography

Course No. VA-205

Department of Art + Architecture

University of San Francisco

Mondays + Wednesdays / 3:00-5:45 p.m.

Fall Semester 2011

On Line Journal [on going] in Blog Format

Students will build and maintain an online journal of documentation of the evolution of your process throughout the course. Each project and the series of exercises / studies produced will be documented on a personal blog, or other type of digital publisher. This personal journal is worth 100 pts. towards your final grade. This on line journal will be reviewed at various points throughout the semester to ensure adequate entries and caliber of content. This will also be a site for your annotated bibliography to be published.

On Wednesday, November 30, students will submit their on line Journals for evaluation. The Annotated Bibliography produced for this course must be included in your journal.

Examples

<http://www.notesondesign.net/design/sustainable-typography/>

http://typographyblog1.blogspot.com/2008/12/pressing-buttons_09.html

<http://rayyoumakemesappy.blogspot.com/>

http://cptype.blogspot.com/2008_09_01_archive.html

Examples of blog generators

www.blogspot.com

www.wordpress.com

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Annotated Bibliography [on going]

Each Student will turn in an annotated bibliography of ten or more readings (books or design journals only) to represent their cumulative project research for the semester. Each annotation must begin with the title, author, and publisher of the chosen text, using the citation style featured in the Recommended Reading list, followed by a 150-word description of this text, including its merits or detriments as a personal research tool and the ways it informed your thinking, your design process, and/ or your work.

On Wednesday, November 30, students will submit their final Annotated Bibliography as digital files and post them to your on line journal.

Students should simultaneously submit them to Turnitin, the plagiarism prevention web site at www.turnitin.com. I will provide the necessary log in information as we get closer to the deadline.

example as blog entry

<http://typographyblog1.blogspot.com/2008/12/annotated-bibliography.html>

Exercise 01

Billboard as Personal Advertisement

Objectives

Discover the scale and magnitude of a billboard message

Research typeface design and visual language.

Explore the expressive qualities of different type families.

Discover typographic solutions to designing a simple billboard advertisement.

Develop an awareness to typographic forms in the landscape.

Learn how to write effective copy for billboard advertisements.

Materials

digital camera

laser prints

Design a billboard advertisement that will inform, persuade, promote, educate an audience. Tell an audience who you are with typographic form.

Photograph a billboard in the city and alter it with your own typographic message.

Photograph billboards in the city (3 - 5 minimum) and then select the best composition for optimal readability. Convert billboard photographs to black and white.

Adjust for laser print output.

Rules for Typographic Solution

Any typeface. White billboard. 100% black typography only – no shades of gray

Using InDesign, create a one page document.

1. Typeset your copy in 15 different typefaces
2. Set the type in 16 pt. on 8 1/2" X 11" page with 1/2" margins.
3. Export the document as pdf for submission for grade

Using InDesign, create a three page document.

1. Original image on 8 1/2" X 11" page
2. Image with billboard erased or cleared of its original message on 8 1/2" X 11" page [white background]
3. Image with your new message on 8 1/2" X 11" page
4. Export the document as pdf for submission for grade

Review typographic solutions in class on Wednesday, August 31