



Typography

**1st In-class
exercise:
Exploring
Typography**

Our main foci for the in-class exercises is for introducing and exploring the fundamentals and conceptual of typography. Depending on the progress of the class, the number of assignments shall be changed or altered. Be advised that you need to work on the exercises outside of class periods as well.

Working Mechanisms of Type

Understanding how to manage a small surface to make a big impression



Source: <https://www.pinterest.com/pin/272608583666481284/>

Type is the visualization of the most basic element of communication--the word. Words are what we use to facilitate communication and one of the enduring principles of typography is legibility made possible through the deliberate arrangements of typefaces plus a sound applications of kerning, tracking, alignment, and so forth. For this exercise, create a 3.5" x 2" name card for yourself. A good business card is one advertising tool where you provide contact information to potential customers.

Design a vertical or horizontal card that contains your name and title, telephone number, an email address, and a street address, a website, Facebook, Instagram or Tweeter accounts (if any). Experiment with Majuscule and Minuscule forms. Color is black only and space is limited and it's easy to overcrowd a business card. Be selective. This exercise also takes into considerations a grid structure, principles of hierarchy and balance, as well as technical issues such as the economies of printing (number of colors used).

Schedule:

Mon 8/24 – Introduction to the course.

Wed 8/26 – 1st Exercise assigned. Work in class.

Mon 8/31 – Refinement. Critique. Finalize for Sep 2. Don't forget your process notebook.

Wed 9/2 – 1st Exercise DUE. Class presentation.

Mon 9/7 – LABOR DAY.