

Kinetic Typgraphy

Tuesday, Thursday 1:30p

Fall 2013, Prato Italy Campus

Professor Matt Solomon

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Description

Students will embark on a voyage of type design and typographic execution through a series of projects that address typographic form and communication. Students will be challenged to work quickly and with great attention to detail. By examining historical methods of creating letterforms and comparing with modern type-design methodologies, each student will create a typeface by the semester's end. A series of projects will lead up to the development of a single typeface—projects which will include research and application.

Objectives

Study letterforms; design a typeface; learning type classification; introductory/ elementary understanding of type design history; elementary introduction to calligraphy

Outcomes

At least one unique typeface per student; poster of type specimen; documentation of process

Lectures / Tutorials / Deomonstrations

History of Type Design; Calligraphy tutorial; History of Numbers; Type from Grid; Replica Type Specimen - A Case Study; Fontlab; Font Explorer Tutorial / Introduction; Intro to Robofont—possible guest lecturer

Assignments

1. Hand Drawn Grid-to-Typeface

- A. Sketching / Drawing by Hand
- B. Setup Grid in Illustrator
- C. Translate to Type Tool / Font Lab

2. Research

- A. Topic of Choice that Concerns Typography
- B. Blog about that topic, 10 Posts of 500+ Words
- C. Must Include Photo Documentation, Links, References

* See below for sample research topics

3. Typeface Design

- A. Design letters A-Z and include Upper/ Lowercase letters
- B. Design numbers 0-9
- C. Primary Punctuation

September

Week 1

Tuesday

Intro to Course

Begin working on Hand Lettering

Thursday

Review Research Ideas

Review, Critique First Sketches

Week 2

Tuesday

Bring to Class Scanned Sketches

Critique New Sketches

Begin drawing / digitizing in Illustrator

Thursday

Intro to TypeTool / Fontlab

Working in class

Week 3

Tuesday

Working in Class

Thursday

Due: Hand Sketches of Typeface

(scanned in, submitted digitally)

Week 4

Tuesday

Thursday

Due End of September: Three Blog Posts

October

Week 1

Tuesday

Thursday

Week 2

Tuesday

Thursday

October 10, Early Dismissal / No Class

Week 3

Tuesday

Thursday

Week 4

Tuesday

Thursday

Due End of October: Seven Blog Posts

November

Week 1

Tuesday

Thursday

Week 2

Tuesday

Thursday

Week 3

Tuesday

Thursday

Due End of November: Ten Blog Posts before Thanksgiving

Possible Research Topics

Found/ Documented typography in Italy; collection of typography samples from Italy;

Notes
