Typographic explorations 1

**PROJECT DESCRIPTION:**
Design the cover, spine and back cover for the publication stated below.

**SIZE:**
9.5 x 7 inches. Vertical. Spine: 1.75 inch

**LAYOUT:**
Each class there will be specific layout and typographic instructions to be followed.

**CONTENT:**
The copy will be uploaded onto our class website tonight.

**DESIGN:**
Weekly project to be presented on Tuesdays:
To design 8 (eight) different design solutions of the book covers (front and back), and spine.
This class is Typography boot camp, and as such you’ll be surprised on how much you’ll learn.

**PRESENTATION:**
Print, cut, and mount each design solution onto a thin 15 x 20 black matt board.
Center the work in the board and add .5 inch in-between the covers and the spine.
Each meeting, you need to mount your work up on the wall in rows of 4 across 2 down, with 1” in-between each board. Work must be on the walls by 2:00pm.

**WORK REVIEW:**
We will spend most of the Tuesday class time reviewing work. Your participation is necessary.

**FINAL PROJECT:**
All your term’s work will be compiled into a book.
Specifications to be discussed towards the end of term.
Class text book: Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students
By Ellen Lupton
Princeton Architectural Press Publication

Week 1

A — (APRIL 5)  
Class rules, project briefing, view and discuss samples, cutting + mounting demonstration.

HOMEWORK: 1. Thoroughly research each one of the designers assigned to you from the list supplied. Include a minimum of 5 samples of their work and present your research in an 8.5 x 11 document, both printed and as a pdf which should be uploaded to our class website prior to class meeting. Make sure to design that document to the best of your typographic abilities.

B — (APRIL 7)  
Homework review

HOMEWORK: 1. Phase 1: Design 8 different covers+spine with the following parameters:
• Grotesque MT light only
• 9 point size only.