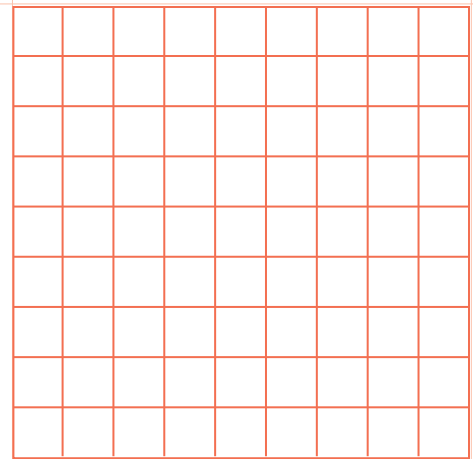


TYPE PROTOTYPE

WEEK ONE, CLEAN: Develop a concept for a font whose forms relate to a 9-x-9 grid using only the shapes to the right. Each part of the letter must be either “on” or “off” the grid. Pick one of the words below, and render the letters from that word. Ignore the meaning of the word. Focus on the formal aspects of the font: ascenders/descenders, serifs/no serifs, proportion, weight, etc. Begin working by hand, not on computer; trace or copy the sheets provided. Come prepared to work in class next week!



dirt drip mark
soil drop make
sand salt melt
silt slop dank
spot dust dark
spit mess damp



WEEK TWO, DIRTY: Refine your letters as needed, and then save as a new file. In second phase, introduce distortion into your perfect system. You may now consider the meaning of the word, but don't be too literal. Suggest randomness, decay, or growth by introducing changes in the size of shapes or the way the shapes are drawn or otherwise produced. You may introduce “real” physical processes if you want (such as running over your project with your car), but bear in mind that the final piece must be presented as scanned black-and-white imagery, suitable for reproduction. The final results must be graphic, even if you want to work in a sculptural/physical/mechanical way. You may also combine physical and digital processes.

WEEKLY READINGS

WEEK 1: *Thinking with Type*: LETTER

- 14 Humanism and the Body
- 16 Enlightenment and Abstraction
- 22 Monster Fonts
- 26 Reform and Revolution
- 30 Type as Narrative
- 32 Back to Work
- 36 Anatomy
- 76 Typeface Design

WEEK 2: *Thinking with Type*: LETTER CONTINUED

- 38 Size
- 42 Scale
- 46 Type Classification
- 48 Type Families
- 50 Superfamilies
- 52 Capitals and Small Capitals
- 54 Mixing Typefaces
- 56 Numerals
- 58 Punctuation
- 60 Ornaments

WEEK THREE: Submit a printout of your two final pieces (clean and dirty). Also submit a PDF of your final piece as well as your Illustrator source files, labelled with your name (Jane_Doe_Word_I.pdf, Jane_Doe_Word_II.ai).

WEEK 3: *Thinking with Type*: LETTER CONTINUED

- 64 Lettering
- 68 Logotypes and Branding
- 72 Typefaces on Screen
- 74 Bitmap Typefaces
- 28 Type as Program
- 80 Font Formats
- 82 Font Licensing