

School of Visual Arts
GDD3527-H
Designing with Typography

01 Homework: Semester Kickoff

Shopping and Requirements

Please make sure that you have completed your purchases and have familiarized yourself with a computer workspace including printing facilities (either in the SVA Lab or at home) and resources/programs mentioned in the Syllabus.

Serif Poster

01. Choose one typeface from three of the below classes:

Humanist

Kennerley
Horley Old Style
Jenson-Eusebius
Cloister

Garalde

Garalde
Sabon
Garamond
Bembo
Times New Roman
Plantin
Palatino
Cason Old Face

Transitional

Baskerville
Caslon
Fourinier
Perpetua

Didone

Bauer Bodoni
Bodoni
Torino
Walbaum

New Transitional Serif

Bookman
Century Schoolbook
Cheltenham

Slab-Serif

Memphis
Clarendon
Serifa
Calvert

Reading

Glossary of Terms from "Elements of Typographic Style" Pages 287-298.

02. Create a poster in the format of 22 x 34 inches displaying all a-z characters in upper and lower cases, as well as the numbers 0-9, ligatures, and a selection of special characters of the selected typefaces. Please make sure that all lowercase "a" letters are next to each other, then "b's" and so on. Below your characters, please include the font name. Color choices can be made from the selection of: 100% Black only. Please print on laser printers (available in SVA computer lab) only, as this printing method allows precise examination of letter forms.

03. Have your work pinned up at the beginning of the session next week and make sure you have the following information on the back of your work:

First and Last Name
E-mail address
Date
Course Name and Session Number.