

## INFO

In this course, students who have learned the basics of typography in VA234 will take their knowledge a step further by delving into the micro aesthetics of typography. The class subjects span from advanced multi-page design to custom lettering and type production. Lectures will provide a set of reading materials, critique sessions, demonstrations and video presentations from IStype conference.

## POLICIES &amp; PROCEDURES

**GRADING**

Project 1: %35

Project 2: %20

Project 3: %45

You will earn a grade based upon your design quality (concepts, execution, presentation) and active participation in class (including the timely completion of work).

A 96  
A- 92  
B+ 88  
C+ 76  
C 72  
C- 68  
D+ 64  
D- 60  
F 60<

**ATTENDANCE**

Attendance to physical (*in person*) classes as scheduled are mandatory. After three absences the student's grade will be lowered one letter grade and lowered another letter grade for each following absence. Students accumulating six or more absences will receive an NA (Not-Attend-ed) for the course. Attendance will be taken only once during the class period. Students are held responsible for all information presented.

**PLAGIARISM**

Visual arts and visual communication like any other field also adheres to the integrity of honest and originally produced creative work. In the conditions of plagiarism and the unacknowledged use of source material, will result in a failing grade for the project.

**MATERIALS**

Metal ruler, light duty retractable knife, any heavy weight paper (e.g. bristol) to turn in your final work, and some 'print budget'. Access to Adobe Illustrator and Adobe Photoshop.

**IStype VIDEOS**

[@YOUTUBE IStype Conference Presentations](#)

[@VIMEO IStype Conference Presentations](#)

**SUGGESTED WEBSITES**

[Typotheque Blog](#)

[Explorations in Typography](#)

**SCHEDULE**

WEEK 1 / 03.10.2023

Introduction to the course and overview of the materials.

Mastering the Art of Fine Typesetting Bartolo, Spiekermann

Accessing and using fonts, Commercial and Libre Fonts

**Film Screening**

W2 / 10.10.2023

**Project 1: Type Specimen Design**

Introduction to advanced typesetting techniques

**OpenType Fonts: Utilizing OpenType features.****Variable Fonts: Utilizing Variable Fonts**

W3 / 17.10.2023

Project 1: First Drafts

**Lecture: Typographic Parameters**

W4 / 24.10.2023

Project 1: Second Drafts

**Project 2: Reviving Lettering and Inscription Works of Istanbul**

W5 / 31.10.2023

**Project 1: Final Submission (Printed)**

Project 2: First Drafts

W6 / 07.11.2023

**Adobe InDesign Workshop (styles, master pages, multi-page docs)**

Project 2: Second Drafts

W7 / 14.11.2023

**Project 2: Final Submission (Printed)****Project 3: Multi-Page Design**

Content Research, Sketches, Styles

W8 / 21.11.2023

Project 3: First Drafts

W9 / 28.11.2023

Work in progress / Studio

W10 / 05.12.2023

Project 3: Second Drafts

W11 / 12.12.2023

Work in progress / Studio

W12 / 19.12.2023

Project 3: Fourth Draft

W13 / 26.12.2023

Work in progress / Studio

W14 / 02.01.2024

Work in progress / Studio

**← LAST DAY OF CLASSES**

W15 / 09.01.2024

**Project 3: Final Submission**