

Web Typography Schedule

Tuesday (Lab)

Thursday (Classroom)

Week 1

09.07

Welcome and Introduction

PRESENTATION

A Quick History of Type *

READ

Good History/Bad History (Kalman, et al) *

IN CLASS EXERCISE

Start font tracings (abefop)

HANDOUTS

Reading Assignments

The Crystal Goblet (Warde)

Principles of The New Typography (Tschichold)

Font Tracings (abefop)

Words Exercise (sketch words)

How to Write a Resume

Head's Up: Your Final Project

* This item is worth up to
1 point for process and
participation.

Week 2

09.12

DUE

Traced letters (abefop) *

Sketched words *

LECTURE

HTML/CSS Overview *

WORK IN CLASS

Words Exercise (TWD)

Start Bibliography Exercise (TWD)

TWD refers to
typographicwebdesign.com

09.14

DUE & DISCUSS

Warde, Tschichold *

DUE & DISCUSS

Share and edit resume text (bring printouts!) *

IN CLASS EXERCISE

Sketch classical and modernist resumes based on readings/theory. *

HANDOUTS

Reading Assignments

Rules According to Experts Crackpots (Keedy)

Grid and Design Philosophy (Müller-Brockmann)

Resumes: Classical, Modern

Week 3

09.19

DUE / SEAT CHECK (TYPE + TECHNOLOGY)

• Words exercise *

• Bibliography *

LECTURE

Web Fonts: What, Where, How, Why *

WORK IN CLASS

Start @font-face Bibliography and

Google Fonts Bibliography

09.21

DUE & DISCUSS

Keedy, Müller-Brockmann *

DUE & CRIT

Classical and Modernist Resumes (printed) *

HANDOUTS

Fine Typography: a checklist

	Tuesday (Lab)	Thursday (Classroom)
Week 4	09.26 DUE / SEAT CHECK (TYPE + TECHNOLOGY) • @font-face Bibliography * • Google Fonts Bibliography * LECTURE Margin / Padding * WORK IN CLASS Building Blocks (TWD) *	09.28 DUE / FINAL CRIT Classical and Modern resumes (printed) * IN CLASS EXERCISE Sketch post-modernist resumes based on readings/theory. * HANDOUTS Reading Assignments <i>My Way to Typography</i> (Weingart) <i>Typography as Discourse</i> (McCoy & Frej) <i>Soup of the Day</i> (Vienne) Resumes: Post-Modern
Week 5	10.03 DUE / SEAT CHECK (TYPE + TECHNOLOGY) • Building Blocks * LECTURE Mobile First Design * WORK IN CLASS Gallery X: Responsive structure (TWD) *	10.05 DUE & DISCUSS Weingart, McCoy & Frej, Vienne * DUE & CRIT Two approaches to a Post-Modernist Resume (both printed) * HANDOUTS Reading Assignments <i>On Typeishness</i> (Jacobs)
Week 6	10.10 DUE / SEAT CHECK (TYPE + TECHNOLOGY) • Gallery X * LECTURE / DEMO Buying your domain name * WORK IN CLASS Re-work resumes as needed Research for final project (due 10.19) HANDOUTS Buying your domain name	10.12 DUE & DISCUSS Jacobs * DUE / FINAL CRIT Post-Modern resume (printed) * WORK IN CLASS <i>Bring scissors and tape!</i> Analyze resumes: h1-h4, p, classes, em, strong, divs, web fonts, layout changes from mobile to tablet to desktop. Mark up resumes to build in HTML and CSS. Identify what elements you will need, what you'll call them, how you'll style them. * HANDOUTS Final Project (initial research Oct 19)
Week 7	10.17 LECTURE / DEMO Uploading files to your server * WORK DAY + TROUBLE SHOOT Resumes (start with Classical) HANDOUTS Uploading files to your server	10.19 RESEARCH DUE / PRESENT Bring initial research on final topic: notes, sources, images, how content/topic relates back to our readings, quotes/examples from readings to support your theme. * IF TIME Work on resumes

* This item is worth up to 1 point for process and participation.

Bring a credit card or have access to a paypal account for this!

	Tuesday (Lab)	Thursday (Classroom)
Week 8	10.24 SEAT CHECK (TYPE + TECHNOLOGY) • Classical Resume in progress * WORK DAY • Continue working on classical resumes. Start Modern resumes if ready.	10.26 DUE Three printouts: first draft of essay. * HANDOUT / WORK IN CLASS • Edit your essay with check-list provided. * • Swap essays and edit a colleague's * • Give Laura a copy of your essay. IF TIME Work on resumes *
Week 9	10.31 DUE • Classical Resume * WORK DAY • Modern Resume * LECTURE • Building your Post-Modern Resume *	11.02 10 MIN. INDIVIDUAL MEETINGS WITH LAURA • Mid-term grades, checking-in on progress, feedback on essay * WORK ON OWN • Finish collecting content for final project • Finish up Modern resumes • Work on Post-Modern Resume
Week 10	11.07 DUE • Modern Resume,* Post-Modern Resume * LECTURE + IN-CLASS EXERCISE • Analyzing / Using a template to build a web page with links	11.09 WORK IN CLASS • Start a site map, story, scenario, and wireframe for your final project. (Work in teams)* HANDOUTS • Site maps, stories/scenarios, wireframes
Week 11	11.14 DUE + SEAT CHECK • Site map, stories/scenarios, wireframe for final project • Printouts of start of final project mock-ups* WORK IN CLASS • Layouts of final project pages * • Template VisComp web page	11.16 CRIT • Print outs of your final project mock-ups * <i>Note:</i> Last day to withdraw from class without academic penalty.
Week 12	11.21 DUE + SEAT CHECK • Revised final project mock-ups * • Template VisComp web page • WORK IN CLASS • Final project mock-ups • If ready, start building your site!	11.23 THURSDAY = THANKSGIVING. NO CLASS. For Tuesday: • Finish your template VisComp web page. • print out and analyze your final project mock-ups just like you did the resumes: consider how each page will look on phone vs tablet vs desktop/laptop. Identify what elements you need, what you'll call them, and how you'll style them.

* This item is worth up to 1 point for process and participation.

	Tuesday (Lab)	Thursday (Classroom)
Week 13	11.28 WORK IN CLASS Start building final project * <i>Final project HTML/CSS must be started today (at latest)! Even if you don't think you're ready.</i>	11.30 WORK IN CLASS • Final project
* This item is worth up to 1 point for process and participation.		
Week 14	12.05 WORK IN CLASS Final project * HANDOUT / WORK IN CLASS IF READY • Take home final *	12.07 DUE & SHARE • Final projects in progress * WORK IN CLASS • Final project • Take home final (if ready)
Exam Week	<p>All final exam times for Web Typography are workdays in the lab.</p> <p>All students from all sections are welcome to all sessions.</p> <p>Students registered in a class have priority during their official exam time.</p> <p>If you finish the work on your own (both the final project and the take home final), you are <i>not required</i> to come to the lab during your exam time.</p> <p>If you expect to finish the work on your own, I recommend finishing it early. That way, if you run into problems, you can come to your official exam time and get help with trouble-shooting!</p>	<p>HOW & WHEN TO TURN IN YOUR WORK</p> <ul style="list-style-type: none"> • Post your final project and your take home final to your website. • Double check that your final project and take home final work on your site (check links, images, browser sizes, and so on)! • Send me an email with your URL • All work is due no later than 3 PM on Friday, December 15th. • You may submit the work earlier. • I highly recommend you submit your work before or during your final exam time in case you run into problems. • If you try to submit your work at 3 PM on Friday, December 15th and it doesn't work, <i>immediately</i> send me a compressed folder of both the final project and the take home final via email/dropbox/google drive (for partial credit). Also send me your URL so I can re-visit earlier projects if needed. <p>EXTRA LAB HOURS Monday, Dec 11th, 9:00 – 11:45 AM</p> <p>TUES/THURS AM CLASS EXAM Tuesday, Dec 12th, 9:00 – 11:00 AM (all are welcome, AM class has priority)</p> <p>TUES/THURS PM CLASS EXAM Friday, Dec 15th, 11:30 – 1:30 PM (all are welcome, PM class has priority)</p> <p>FINAL DEADLINE Friday, Dec 15th, 3:00 PM</p>