

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: LETTERING I  
 \_\_\_\_\_

Code No.: ADV 100-3  
 \_\_\_\_\_

Program: ADVERTISING ART  
 \_\_\_\_\_

Semester: ONE  
 \_\_\_\_\_

Date: FALL 1987  
 \_\_\_\_\_

Author: KEN BRADFORD  
 \_\_\_\_\_

NEW: X REVISION: \_\_\_\_\_  
 \_\_\_\_\_

APPROVED: W/Koch N. KOCH  
 CHAIRPERSON

Aug. 11/87  
 DATE

### LETTERING:

Understanding the basis upon which all letter styles are formed is essential in the visual appreciation and execution of the alphabet. A series of exercises is designed to teach the progressive development of letter formation and letter styles. By studying the relative characteristics of one letter as compared with another, you will learn to form and design original letter styles. Letter proportions, letter spacing, and optical effects are basic discoveries in learning the art of lettering.

### PROJECT #1:

LETTERING: Classic Roman Alphabet (Skeleton Letter Form)

- study in individual letters to form full alphabet
- pencil on bond or layout paper
- letters to be 1" high

B, E, F, K, L, P, R, S,	_____	1/2 Square
J	_____	3/8 Square
A, H, N, T, U, B, X, Y, Z,	_____	3/4 Square
C, D, G,	_____	7/8 Square
O, Q,	_____	Full Square
M,	_____	Slightly larger than Square
W,	_____	1 1/4 Square

All horizontals slightly above centre except A, P, R.

Wording exercise:

"The butterfly sleeps well  
perched on the temple bell  
until it rings".

Letters are made different to appear same size.

### PROJECT: #2

Lettering - The study of condensed, extended and italic letter forms based on grid system.

- Pencil on bond or layout paper
- Letters to be 1" High
- Student decides the width

PROJECT: #3

- Lettering - Filled in block letters
- Inked-in letters on illustration or bristle board
  - Letters to be 1 1/2" High based on the Grid System
  - Must use a ruling pen
  - student selects own word

PROJECT: #4

- Lettering - Positive and Negative Design
- On a 10" x10" illustration board, ink in the top half of this area with a word. Below this, ink in the background of the same word.



PROJECT: #5

- Lettering - Upper and lowercase
- serif and/or sans serif
  - on a 10" x 10" illustration board, in black, letter the word "DESIGN" once in upper case and once in lower case. One must be a serif letter and the other a sans serif.

**EVALUATION:**

One third each - attendance  
- work attitude  
- project

Outstanding in all 3 - A  
" " only 2 - B  
" " only 1 - C

Incomplete -1

KB/mk