

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: Lettering I

Course Code No.: ADV 100-03

Program: Advertising Art and Graphic Design

Semester: One

Date: September 1990

Author: Ken Bradford

New: _____ Revision: XXX _____

Approved: 
Dean, School of the Arts & General Education

Date: July 12, 1990

ADV 100-3: LETTERING I

GOALS & OBJECTIVES

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.

SYLLABUS

PROJECT #1 (3 sessions)

- 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

ADV 100-3: LETTERING I

PROJECT # 2 (2 sessions)

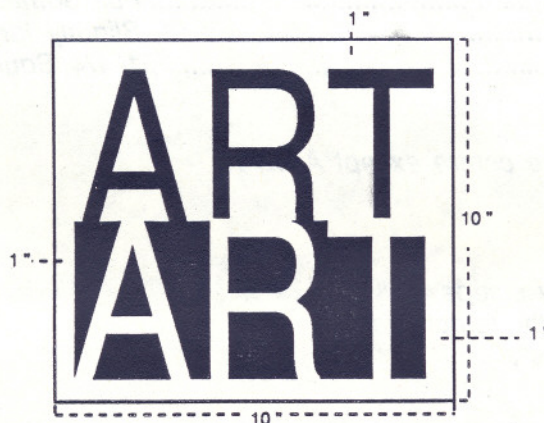
- The study of condensed, extended, and italic letter forms based on grid system
- Pencil on bond or layout paper
- Letters to be 1" high
- Student decides the width

PROJECT # 3: (3 sessions)

- Filled-in block letters
- Inked-in letters on # 27 illustration board
- Letters to be 3" high based on grid system
- A ruling pen **must** be used
- Letter the word " DESIGN"
- Helvetica style - regular or italic
- Grid to be made from O

PROJECT # 4 (3 sessions)

- Positive and negative design
- On a 10" X 10" illustration board, ink in the top half of this area with a word
- Below this, ink in the background of the same word
- Any sans serif letter from the book (Pages 96-99)
- Upper case



ADV 100-3: LETTERING I

PROJECT # 5 (3 sessions)

- Upper case letters
- Letters 2 " high
- Minimum of 10 letters
- colour or colours to suit
- matted and cover-protected

PROJECT # 6 (1 session)

- Script

EVALUATION

One third.....	Attendance *
One third.....	Work Attitude
One third.....	Project
Outstanding in all three.....	A
Outstanding in only two.....	B
Outstanding in only one.....	C
Incomplete.....	I
Repeat.....	R

* 80 % attendance is mandatory; i.e. 3 absences from 15 total classes will be tolerated; over 3 absences = repeat the course

KB:rm
July 10/90