

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: LETTERING II

Code No.: ADV 110-3

Program: ADVERTISING ART

Semester: SEMESTER 2

Date: FALL 1987

Author: KEN BRADFORD

NEW: X

REVISION: \_\_\_\_\_

APPROVED:

*N Koch*

N. KOCH

CHAIRPERSON

DATE

**LETTERING II:**

Lettering II is a continuation of Lettering I, from brush style for reproduction to the beginning of signage exercises and assignments. This is the type and style of lettering which is usually used by artists and designers in Sign Shops and Outdoor Advertising Agencies. Students who wish to pursue this field will have the opportunity to do so in the second year. Emphasis is on continued practice in making high quality lettering for reproduction by the commercial printing industry.

**PROJECT: #1**

Letter Style Variations

Condensed, Extended, Italic

can be upper or lower case

letter the word "CONDENSED" in a condensed form

letter the word "EXTENDED" in an extended form

letter the word "ITALIC" in an italic form

composing the 3 words in a design on a 10 x 10 board using black

**PROJECT: #2**

Lettering - Signage

- Exercises with the Sign Painting Brush
- Application of Block Letters with sign painting brush
- Script, Speed Letters with Sign Brush

**PROJECT: #3**

Lettering - HEADLINER (with illustration)

Promoting special events such as:

1. Christmas Shopping
2. Back to School, Store Wide Clearance
3. Anniversary Sale, Car Load Sale
4. Valentine's Day, Easter
5. Going out of Business Etc.

Size 6" to 8" x 21" (no half tones)

**PROJECT: #4**

Lettering - Brush Style  
(for reproduction - not signage)

**EVALUATION:**

One Third Each - Attendance  
- Work Attitude  
- Project

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

Incomplete - I

KB/mk