

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: _____ LETTERING II _____

Course Code No.: _____ ADV 110-3 _____

Program: _____ Advertising Art and Graphic Design _____

Semester: _____ Two _____

Date: _____ January 1989 _____

Author: _____ Ken Bradford _____

New: _____ Revision: _____ XXXX _____

Approved: _____  _____
Chairperson Applied Arts

Date: _____ December 21, 1988 _____

ADV 110-3: LETTERING II

GOALS AND OBJECTIVES

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.

SYLLABUS

PROJECT # 1:

- Letter style variations
- Condensed, extended, italic
- Can be upper or lower case
- letter the word "Condensed"
- letter the word "Extended"
- letter the word "Italic" in an italic form
- compose the 3 words in a design on 12" X 12" board using black ink or paint

PROJECT #2

- Signage
- Exercises with the sign painting brush
- Application of block letters with sign painting brush

ADV 110-3: LETTERING II

PROJECT #3

- Headliner with illustration
- Promoting special events such as:
 - Christmas Shopping
 - Back to School
 - Store-wide clearance
 - Anniversary sale
 - Truck load sale
 - Valentine's Day
 - Easter
 - Going Out Of Business Sale, etc...
- Size 6" to 8" X 21" - no half tones - can use cross-hatching

PROJECT # 4

- Brush style
- For reproduction - not signage

EVALUATION

One third.....**Attendance**

One third **Attitude**

One third.....**Assignments**
