

ADV1160

Instructor: Genevieve Hitchings

Week Five Agenda

Class site: www.artorium.com/instruction

Lecture: Project 1 Overview: 'Typography' – Booklet: Type Classification
How to use a scanner
Photoshop – cover-page design
Headlines & Subheads

In-class Presentations -> Paula Scher
-> Herb Lubalin
-> Gail Anderson

In-Class: Print and submit – 'Comping Type' worksheet
Review cover sketches of 'Typography' booklet design

Homework:

1. Begin cover design of 'Typography' booklet in Photoshop (see handout)
2. Next week in-class designer series:
 - > Seymour Chwast
 - > Neville Brody
 - > David Carson