Course Objectives
The use of typography as a basic means of communication is the focus of this course. Attention will be paid to experimental practices while also reviewing fundamental principles and traditional standards. Assignments may include: drawings, posters and typeface design.

Text and References
Stop Stealing Sheep & Find Out How Type Works | Spiekermann and E.M. Ginger | Adobe Press
타이포그래피 에세이 | 에릭 슈피커만 & E. M. 진저 | 인그라픽스
Designing with Type: A Basic Course in Typography | James Craig | Watson-Guptill
타이포그래피 교과서 | 제임스 크레이그 | 윌리엄 베빙튼 | 인그라픽스
타이포그래피의 탄생 | 로빈 도드 | 홍디자인
좋은 디자인을 만드는 33가지 서체 이야기 | 김현미 | 세미콜론
한글 디자인 교과서 | 안상수, 한재준, 이용제 | 인그라픽스

Course Structure & Teaching Method
Lecture, Critique, Presentation & Debate

Course Requirements and Assignments
1. Everyday Objects
   Draw everyday objects that contain letters and images such as signs, packages, advertisement etc.
2. Word Expression
   Choose a typeface 1. Research the structure, character and typographer. (Report)
   2. Express opposite word pairs (Examples: “joy/sorrow”, “confidence/anxiety” etc.) within a A4 paper. Black & white color only.
3. Book Cover Design
   Choose a published book, re-design its cover using one typeface within a A4 paper.
   Black & white color only.
4. Typeface Design
   Create your own typeface. Make a A2 poster using both sides.
   One side will show the edit process of making the typeface. The other side will display your typeface.

A working knowledge of Adobe Illustrator and Photoshop, as well as Adobe InDesign is recommended. This class will be taught in English but the use of some Korean will be allowed.

Assessment and Grades
Attendance & Participation 20% (more than 4 absences=F)
Assignment1: 10% Assignment2: 20% Assignment3: 20% Assignment4: 30%