Design History
ART 343

Syllabus
12:45 – 2:20p

Herrick
RM 206

Projects

Type Specimen Sheet
Each student will be assigned a typeface. Students will research each typeface and then create a 17" x 22" Type Specimen Sheet. The nature of a type specimen sheet is to advocate for the usage of the font. This project is a hybrid advertisement for the font as well as a historical reference.

Examples will be shown in class.

The poster itself should be inspired by the time period, design aesthetic, designer's style, or assimilated usage (ex. a font used predominantly in a newspaper might cause you to design a poster that looks like a newspaper page, etc...)

Research Paper:
- 2 pages maximum
- single spaced
- 12 point font
- include reference list at the end of the document (links or book titles with authors)

Information to be researched might include:
- Designer
- Time Period
- Characteristics of the typeface
- Historical Significance of designer/typeface
- Unique / Interesting story
- Usage (well known designs, etc...)

Sincere Flattery
Imitation is often referred to as the sincerest form of flattery. In this project students will take inspiration from a designer that they identify with and develop a 5 page spread. The spread should showcase the designer's style without directly copying their work. The information within the article will be written by the student and should give an overview of the designer's career arch and accomplishments. Samples of the designer's work should be showcased. The 5 page spread should emulate the dimensions of Comm Arts Magazine.

Research Paper:
- 5 pages minimum
- double spaced
- 12 pt font
- include reference list at the end of the document (links or book titles with authors)

Information to be researched might include:
- Designer
- Time Period
- Achievements
- Historical Significance
- Unique / Interesting story
- Well known works
- Style