Typography

This 4-week introductory typography course is divided into four levels of increasing typographic complexity: Letter, Word, Line, Column.

Typography forms a link between a writer and a reader. This visible, durable form of language is responsible for the spread of information and therefore, for much of human advancement. Think about it...you're using it right now!

OVER FOUR WEEKS, WE WILL COVER

Typography

Typography matters because messages matter. Communication matters. Meaning matters. While typography has roots in calligraphy and handwriting, typefaces are standardized ways of writing the characters in our alphabet in order to communicate messages to a wide audience across time and cultures. Get an understanding of personality in type with this first project.

Project: Worksheet Typecast

Letter

Learn about the anatomy of letterforms, sometimes called the parts of type. Learn also about where to get good quality fonts (for free or at a reasonable cost). Finish up the week with an exercise that will help you see type as form (not just reading material).

Project: Seeing type as form

Word

Move on to the next basic typographic element, the word. When letters are strung together, you have words (as you know!). Words, sometimes called "strings" are the next level of typographic complexity after single letters.

Projects: Choosing Type, Kerning Display Type

Line

Move on to the next basic typographic element, the line. In typographic terms when we have more than one word, we have a line. Multiple words always have a syntactical and hierarchical relationship to each other, so that's where we'll begin.

Projects: Negative Examples of Typography, Typesetting a title + text hierarchically, Typesetting a quote + credit hierarchically

Column

Move on to the last basic typographic element, the column. When body copy is typeset en masse, it becomes a text block or a column of type. Text type, or body copy, on a page brings up a number of important typographic concerns.

Projects: Examples of Type Combinations, Design a Set of Personal Stationery, Design Your Resume

TOOLS WE RECOMMEND

You can complete all of our projects using any design tool of your choice. However we strongly recommend the following professional design programs:
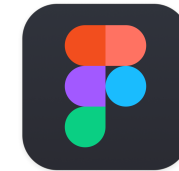
Photoshop
Adobe

Illustrator
Adobe

Sketch
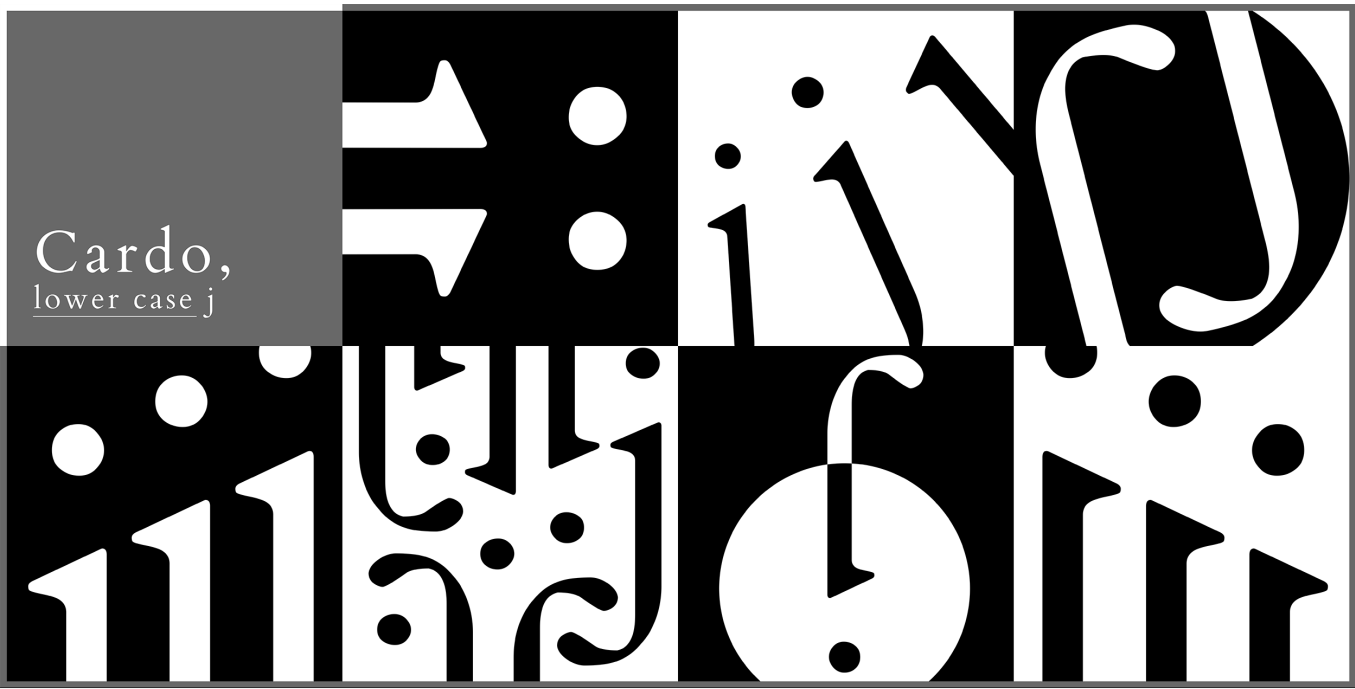Bohemian Coding

Figma
Figma Inc.

Your mentors are a great resource to discover tips and tricks to improve with the tools.

WHAT YOU'LL LEARN

✓ Learn what defines typography and why it matters

✓ Learn the anatomy of letterforms

✓ Gain insightful feedback from peers and professional designers on your progress and work

✓ Learn how to choose a typeface and find some appropriate typefaces for a variety of projects

✓ Learn about the importance of typographic hierarchy and ways to create it

✓ Learn about how to combine typefaces and some common typographic pairs

Here are some past examples
of real student work.