

1st five weeks | book: design blad/sample pages

WEEK 1
Jan 12–16

TUESDAY
Intro (me + students)
Go over syllabus & lesson plan
Introduce ongoing project: *typographic book covers*

THURSDAY
Lecture: elements of a book
Intro to grids
Begin blad design
Work in class

WEEK 2
Jan 19–23

TUESDAY
Lecture: flowing text
Start designing blad
Work in class

THURSDAY
Lecture: more on grids
Work in class

WEEK 3
Jan 26–30

TUESDAY
Historical lecture: W.A. Dwiggins
Workshop/critique preliminary blad designs
Book grids due

THURSDAY
Lecture: branding – covers for a book series (Penguin, New Directions, North Point Press)
Review & critique book-cover designs

WEEK 4
Feb 2–6

TUESDAY
Lecture: Jost Hochuli's book design
Work in class on blads
Workshop/critique blad designs
Preliminary page spreads due

THURSDAY
Refine blads

WEEK 5
Feb 9–13

TUESDAY
Complete final blads (work in class)
Workshop/critique the results
final blads due (end of class)

THURSDAY
In class: video of André Mora's talk
Present more typographic book covers
Workshop/critique covers

2nd five weeks | magazine: analyze & design

WEEK 6
Feb 16–20

TUESDAY
All Cornish Community Meeting
no class

THURSDAY
Begin magazine project
Lecture: elements of editorial design
Pick magazine & analyze
Draw overlay of grid, reproduce in InD

WEEK 7
Feb 23–27
*John in Munich
on Tuesday &
Thursday*

TUESDAY
Lecture: intro to styles
Develop grid based on existing
magazine

THURSDAY
Lecture: anchoring objects so they flow
with the text
Create page that can be slipped into
the existing magazine

WEEK 8
Mar 2–6
*Midterm
evaluation
week*

TUESDAY
Lecture: text typography (review from
Type 1), incl OpenType Layout features
Hands-on exercises
Refine magazine page

THURSDAY
Create 4 original sample magazine
grids
Individual critiques/coaching

Spring break Mar 9–13

WEEK 9
Mar 16–20

TUESDAY
Lecture: serious grid work
Hands-on exercises with grids
Review & critique book-cover designs

THURSDAY
Lecture: navigation in publications
Work in class on magazine grids

WEEK 10
Mar 23–27

TUESDAY
Refine grid for your magazine
Workshop/critique magazine grids

THURSDAY
Establish grid for your magazine

3rd five weeks | magazine: mechanics & production

WEEK 11
Mar 30–Apr 3

TUESDAY
Identify elements in your magazine
Lecture: integrating text & images

THURSDAY
Magazine spreads: article openings & other highly visual elements
Work in class on layout of text & graphic elements

WEEK 12
Apr 6–10
John in China

TUESDAY
Create article openings

THURSDAY
Hands-on exercises
Create sample spreads

WEEK 13
Apr 13–17
John in China

TUESDAY
Refine spreads
Lecture: version control & keeping track of imported text & graphics

THURSDAY
Present new spreads
Workshop/critique

WEEK 14
Apr 20–24
John in China

TUESDAY
Produce semi-final magazine
Work in class

THURSDAY
Workshop/critique
Review & critique book-cover designs

WEEK 15
Apr 27–May 1
Final exam week

TUESDAY
Present final magazine designs
Workshop/critique
Celebrate!

THURSDAY
Class canceled
Second-year review