

Typographic Printing Program
Session II: Typographic Intoxication
Tuesday–Sunday, January 11–16
at HMCT Archetype Press, Pasadena, CA

Schedule

Monday, January 10, 2022 5pm–7pm

Evening: Welcome reception, studio tour, short presentation

Tuesday, January 11, 2022 9am–6pm

Morning: Intoxication Level 1 «Small Protests»
Introducing the week exercise

Afternoon: Input exercise 1 «Kerning»
Contextualisation

Homework: Concept writing

Wednesday, January 12, 2022 9am–6pm

Morning: Intoxication Level 2 «Content»
«No good poster without any good content», structuring,
writing, wording exercise

Afternoon: Input exercise 2 «Typographic Hierarchies»

Thursday, January 13, 2022 9am–6pm

Morning: Intoxication Level 3 «Layout»
Layout exercises for the small protest posters

Afternoon: Input exercise 2 «Formal Structures»
Printing forms versus non-printing forms

Friday, January 14, 2022 9am–10pm

Morning: Intoxication Level 3 «Layout»
Layout iterations for the small protest posters

Afternoon: Production preparations

Evening: Long studio night, production preparations

Saturday, January 15, 2022 9am–...

All day: Full Typographic Intoxication: Final production

Sunday, January 16, 2022 10am–2pm

Morning: Final presentation, wrap-up, bye bye