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ABSTRACT
        The course outline is offered as a guide to teach the
student the proper procedure in Commercial and Advertising Art Pencil
Hand Lettering as it applies to several of the most popular type
faces. The student will first master pencil stroking methods and
branch off to specific mastery of type faces. Natural talent and
aptitude, inherent taste, an eye for perfection in details, and a
steady hand are essentials in this highly specialized form of art.
The 45 hour course consists of six blocks of instruction in pencil
stroking and lettering: (1) introduction, (2) the gothic alphabet,
(3) the text alphabet, (4) the roman alphabet, (5) the script
alphabet, and (6) the italic alphabet. A bibliography of basic
references and sample post-tests conclude the curriculum guide.
(MW)

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AUTHORIZED COURSE OF INSTRUCTION FOR THE

QUINMESTER PROGRAM

DADE COUNTY PUBLIC SCHOOLS

Course Outline
COMMERCIAL AND ADVERTISING ART - BASIC - 9183
(Pencil Lettering)
Department 48 - Quin 9183.02

DIVISION OF INSTRUCTION•1973

D A D E C O U N T Y P U B L I C S C H O O L S
1 4 5 0 N O R T H E A S T S E C O N D A V E N U E
M I A M I, F L O R I D A   33132

Course Outline

COMMERCIAL AND ADVERTISING ART - BASIC - 9183
(Pencil Lettering)

Department 48 - Quin 9183.02

county office of

VOCATIONAL AND ADULT EDUCATION

THE SCHOOL BOARD OF DADE COUNTY

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Dr. E. L. Whigham, Superintendent of School
Dade County Public Schools
Miami, Florida 33132

December, 1972

Published by the School Board of Dade County

Course Description

9183	48	9183.02	COMMERCIAL ART PENCIL LETTERING
State Category Number	County Dept. Number	County Course Number	Course Title

In this one quinmester course the student will learn the various techniques
in use of pencil pursuant to hand pencil lettering. He will skill himself
in diligent lettering applications in various standard type faces, forms,
including proper word and letter spacings. Prior to entry into this course,
the Vocational student will display a sound understanding of the introduction
to Commercial and Advertising per quinmester 9183.01.

Clock Hours: 45

PREFACE

The following quinmester outline has been prepared as a guide to teach the student the proper procedure in Commercial and Advertising Art Pencil Hand Lettering as it applies to several of the most popular type faces. The student will first master pencil stroking methods and branch off to specific mastery of type faces.

Natural talent and aptitude, inherent taste, an eye for perfection in details, and a steady hand are essential in this highly specialized form of art.

A broader application of hand lettering includes the techniques employed by the layout designer in depicting typographic elements on actual size tissue roughs, comprehensives, and dummies. While the category may not demand the artistic finesse or preciseness of surface detail required in the finished style, its rendering should leave no doubt as to the student's Typographic Content. The more closely the lettering on a layout projects the intended type style, its size, weight, position, and copyfitting, the more realistic will be that student's layout's mechanical interpretation.

This 45-hour course consists of five blocks of instruction which are further subdivided into several units each.

The classroom instruction includes lectures, demonstrations, audiovisual aids, and written information and examples supplied by the instructor.

This outline was developed through the cooperative efforts of the instructional and supervisory personnel, the quinmester advisory committee, and the Vocational Curriculum Materials Service; and has been approved by the Dade County Vocational Curriculum Committee.

i

TABLE OF CONTENTS
with Suggested Hourly Breakdown

GOALS

The Commercial and Advertising Art student must be able to:

1. Exhibit an understanding of the skills, manipulative practices and technical information needed to acquire and hold a position in the field of Advertising Arts.

2. Demonstrate the need for accuracy, neatness, and visualization in the Commercial and Advertising Arts field.

3. Develop good work habits and pride in achievement.

4. Exhibit the proper use and care of the tools and materials of the profession and their relationship to precision work.

5. Learn the many categories of the Commercial and Advertising Arts so that he may gain a broad knowledge of the field.

6. Instill in one's self an atmosphere of creative excitement towards meaningful Commercial and Advertising Art goals.

SPECIFIC BLOCK OBJECTIVES

BLOCK I - INTRODUCTION TO PENCIL STROKING AND LETTERING

The student must be able to:

1. Define in writing methods, instruments, and materials used.
2. Perform the proper body position for pencil stroking by a-suming the position.
3. Exhibit by demonstration the proper arm and finger position for pencil stroking.
4. Perform by demonstration the various strokes in the time allotted as per this block requirement to the satisfaction of the Vocational Instructor.

BLOCK II - PENCIL LETTERING - GOTHIC ALPHABET

The student must be able to:

1. Explain orally or in writing the history of the Gothic Alphabet.
2. Demonstrate an understanding of the anatomy of the Gothic Alphabet by drawing the alphabet.
3. State orally or in writing uses of the Gothic Alphabet.
4. Exhibit the proper body, arm, and finger and hand position while penciling this alphabet.
5. Draw the Gothic Alphabet in the time allotted as per this block requirement to the satisfaction of the Vocational Instructor.

BLOCK III - PENCIL LETTERING TEXT ALPHABET

The student must be able to:

1. Write a paragraph on the history of the Text Alphabet.
2. Demonstrate an understanding of the Text Alphabet Anatomy by drawing the alphabet.
3. State orally or in writing various uses and applications of the Text Alphabet.
4. Draw the Text Alphabet to a mastery as set forth by the Vocational Instructor in the time allotted in this block.

BLOCK IV - PENCIL LETTERING - ROMAN ALPHABET

The student must be able to:

1. Write a paragraph on the history of the Roman Alphabet.
2. Demonstrate an understanding of the Roman Alphabet Anatomy by drawing it.
3. State orally or in writing the various uses and application of the Roman Alphabet.
4. Draw the Roman Alphabet to a mastery as set forth by the Vocational Instructor in the allotted time in this block.

BLOCK V - PENCIL LETTERING - THE SCRIPT ALPHABET

The student must be able to:

1. Write a paragraph on the history of the Script Alphabet
   Anatomy by drawing the alphabet.
2. Demonstrate an understanding of the Script Alphabet Anatomy
   by drawing the alphabet.
3. State orally demonstration by drawing the rules for script
   spacing.
4. Draw the script alphabet to a mastery as set forth by the
   Vocational Instructor within the allotted time in this block.

BLOCK VI - PENCIL LETTERING - THE ITALIC ALPHABET

The student must be able to:

1. Explain orally in writing what Italic Lettering means.
2. Demonstrate an understanding of Italic Alphabet lettering
   anatomy by drawing the alphabet.
3. Draw an Italic Alphabet assigned by the Vocational Instructor
   to a mastery within the allotted time in this block.

BLOCK VII - QUINMESTER POST-TEST

The student must be able to:

1. Satisfactorily complete the quinmester post-test.

Course Outline

COMMERCIAL AND ADVERTISING ART - BASIC - 9183
(Pencil Lettering)

Department 48 - Quin 9183.02

I. INTRODUCTION TO PENCIL STROKING AND LETTERING

A. Materials and Tools
    1. Lettering books
    2. Different types of pencils
    3. 45° - 60° triangles
    4. T-square
    5. Ruler
    6. 8 1/2" x 11" bond, 16 lb. weight bond paper

B. Styles of Pencils
    1. Graphite lead
    2. Charcoal
    3. Flat lead

C. Types of Pencil Stroking
    1. Vertical
    2. Horizontal
    3. Diagonal
    4. Oval and curved

D. Types of Stroking Positions
    1. Body position
    2. Arm position
    3. Fingers and hand position

II. PENCIL LETTERING - GOTHIC ALPHABET

A. Gothic Alphabet
    1. Theory
    2. History
    3. Anatomy
    4. Uses
    5. Lettering positions

B. Practical or Lab Work
    1. Upper case
    2. Lower case

III. PENCIL LETTERING - TEXT ALPHABET

A. Text Alphabet
    1. Theory

-1-

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                        2.  History
                        3.  Anatomy
                        4.  Uses
                        5.  Lettering positions

                    B.  Practical or Lab Work
                        1.  Upper case text
                        2.  Lower case text


IV.  PENCIL LETTERING - ROMAN ALPHABET

                    A.  Roman Alphabet
                        1.  Theory
                        2.  History
                        3.  Anatomy
                        4.  Uses
                        5.  Lettering positions

                    B.  Practical or Lab Work
                        1.  Upper case Roman
                        2.  Lower case Roman
                        3.  Slant upper case Roman
                        4.  Slant lower case Roman
                        5.  Serif Roman
                        6.  Sans serif Roman


V.   PENCIL LETTERING - THE SCRIPT ALPHABET

                    A.  Script Alphabet
                        1.  Theory
                        2.  History
                        3.  Anatomy
                        4.  Uses
                        5.  Lettering positions

                    B.  Practical or Lab Work
                        1.  Slant script
                            a.  Upper case
                            b.  Lower case
                        2.  Vertical slant
                            a.  Upper case
                            b.  Lower case


VI.  PENCIL LETTERING - THE ITALIC ALPHABET

                    A.  Italic Alphabet
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1. Theory
2. History
3. Anatomy
4. Uses
5. Lettering positions

B. Practical or Lab Work
    1. Upper case italic
    2. Lower case italic
    3. Upper case serif
    4. Lower case serif

VII. QUINMESTER POST-TEST

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(Pencil Lettering)

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A P P E N D I X

Quinmester Post-Test Sample

Name _____ Date _____ Score_____

True-False Test Items

     Each of the following statements is either true or false. If the statement is true, draw a circle around the letter T following it; if the statement is false, draw a circle around the F. If a statement is false in part, it is entirely false.

1. Lettering books are not necessary in pencil lettering exercises.   T   F

2. The student should leave at least 3 types of pencils for pencil lettering practice.   T   F

3. The body position is necessary for correct pencil lettering practice.   T   F

4. The student must know the 5 basic alphabets for a good understanding of lettering styles.   T   F

5. The Roman Alphabet has an upper case and no lower case.   T   F

6. The optical method of spacing is preferred by lettering artists rather than the mechanical method.   T   F

7. Calligraphy is a style of the Roman Alphabet   T   F

8. The German Block Letter is a true text alphabet   T   F

9. Bodoni, Garamand and Caslon are born from Roman Alphabet   T   F

10. Cursive is a style of writing.   T   F

QUINMESTER POST-TEST II

Name _____ Date _____ Score_____

Multiple Choice Test Items

Each statement needs a word, a figure, or a phrase to make it correct. Only one of the choices listed is correct. Place the number of the choice you make in the space provided at the right edge of the sheet.

1. Which of these materials is not needed for pencil letterings practice. (1) pencils, (2) ruler, (3) compass, (4) triangle (5) I don't know   ( )

2. The stroke comprising the Gothic Alphabet is best described as one of these. (1) expanded (2) thick and thin (3) equal width (4) narrow elements. (5) I don't know.   (·)

3. Which of these positions does not figure in pencil lettering (1) body position (2) eye position (3) arm position (4) finger position (5) I don't know.   ( )

4. When pencil lettering the Text Alphabet we use the basics of one of these alphabets. (1) Isothic (2) Calligraphy (3) Roman (4) Script (5) I don't know.   ( )

5. One of these is characteristic of the italic style alphabet. (1) wider at the base (2) narrow strokes (3) slants to the right (4) slants to the left (5) I don't know.   ( )

6. Which one of these alphabets does not belong to the basic groups of three alphabets. (1) Roman (2) Gothic (3) Script (4) Cursive (5) I don't know.   ( )

7. Which groups of letters belong to the narrow width group (1) A, M, N, W (2) B, E, F, I, L, J, P, S, T, Y (3) C, D, G, O, Q, H, V, R, X, Z, K (4) K, S, T, I, H, P, (5) I don't know.   ( )

8. Select from the following the two best methods of spacing (1) equalization of areas between letters (2) optical (3) mechanical (4) visual (5) I don't know   ( )

9. One of these styles of letter is categorized as handwriting. (1) text (2) script (3) calligraphy (4) cusive (5) I don't know.   ( )

10. Select from the following a relative of the spur. (1) Italic (2) Serif (3) Sans-Serif (4) Script (5) I don't know.   ( )

ANSWER KEY TO QUINMESTER POST-TESTS

Post-Test I

1. False
2. True
3. True
4. False
5. False
6. True
7. False
8. True
9. True
10. True

Post-Test II

1. 3
2. 3
3. 2
4. 1
5. 3
6. 4
7. 2
8. 2, 3
9. 3
10. 2