

# THE PRINCIPLES OF DESIGN FOR LETTERING ART

*A Year Long Course for Intermediate to Advanced Students of Calligraphy*

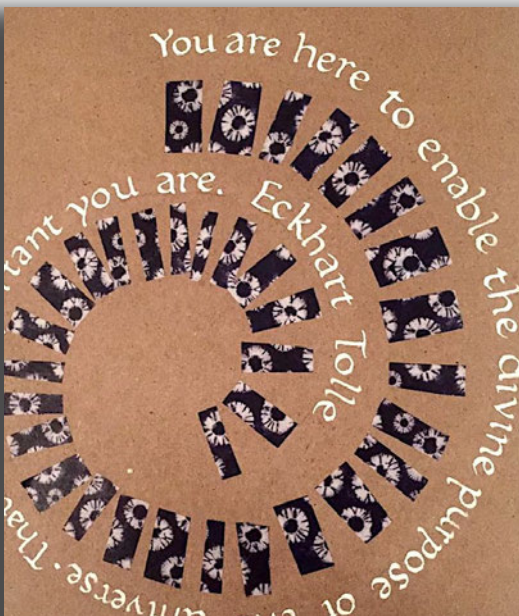
## Course Description

In this course taught by Cora Pearl, we will study the principles of design as they relate specifically to calligraphy and hand lettering. Lettering art is a unique art form that features text written by hand. Usual approaches to teaching design have an orientation toward working with images, rather than text. Design teaching related to text is usually oriented toward graphic design. In this course the principles of design will be explored with the needs of the calligrapher and hand lettering artist in mind, with a focus on understanding these principles in terms of lettering art rather than drawing, painting, or graphic design, as they are usually presented. Each month we will focus on one principle of design in depth. Over the course of the year we will study the principles of Contrast, Hierarchy, Emphasis, Repetition, Pattern, Movement, Balance, and Unity. The emphasis of this course will be on

learning to think more in terms of design than on the finished work, though the completion of finished pieces is part of the course. The class is more process oriented than product oriented. In addition to studying the principles of design we will also address: What is design?, understanding your creative archetype, developing a personal design process, the psychology of creativity and getting in the creative flow.

## Class Structure

After our opening ritual, class starts with a lecture rich with visual images and a discussion on the principle we are studying to create the foundation for the rest of the class work. This is generally followed by an exercise in which we use the principle in a way that is specific to lettering art. There is a critique of homework pieces from the previous principle. We will have a break for lunch as well as short breaks in the morning and in the afternoon as needed. Further exercises are explored after the critique and a homework assignment is given. We end the day together with a short closing ritual. Every month you will pair up with a buddy in the class to work with in a variety of ways to help you feel supported and to bounce ideas off one another. By the end of the course you will have worked with almost everyone in this way. In between class sessions, students will work on the homework assignment using each principle of design as the focus. In between class sessions there are weekly short exercises, readings, and videos to watch in an online classroom where students can post their work and comment on each other's posts. The weekly exercises are designed to foster a deeper understanding and



practice of the current design principle we are studying, as well as addressing creativity, understanding one's personal design process, and developing a creative mindset.

## The goals of this class are for students to:

- Gain a greater understanding of design
- Become articulate about the principles of design
- Build design skills and develop a bigger toolbox of creative options
- Value the *process* of creation, not just the product
- Increase self-understanding and self-expression
- Develop more self-trust and self-kindness as an artist
- Be part of creating a safe space and community for creative exploration
- Create at least eight strong design ideas for further development and completion at the student's own pace



## Course Prerequisites

For the purpose of being comfortable participating in this class, students **must** have an intermediate to advanced level of calligraphy/hand lettering skill. An intermediate student of calligraphy is someone who:

- Has had at least three recent years of experience studying calligraphy/lettering
- Has experience of completing at least seven pieces of finished work
- Is comfortable and confident in at least three different styles of calligraphic writing
- Is willing and able to share their work in a classroom setting

The course is structured towards participation and community, not observation and witnessing the participation of others. Therefore, in addition to the list above, prerequisites for students of this class also include:

- The ability to commit to doing monthly homework assignments and weekly online exercises
- A *willingness* to be vulnerable, share who they are, and to communicate their needs in a respectful manner
- The ability to participate in the online component of the class

You will need to email 3-4 examples of your best work to Cora Pearl at [cora@corapearllcalligraphy.com](mailto:cora@corapearllcalligraphy.com). Label each image with your first and last name and a number (ex: Lenore Long 1, Lenore Long 2, etc.) You will also need to fill out an extensive registration questionnaire.



# Instructor Bio

Cora Pearl is a full time calligrapher and teacher of lettering arts. She teaches full credit classes in Calligraphy and Hand Lettering at Portland Community College, has taught various lettering arts workshops at the Oregon College of Art and Craft, independent classes and workshops in lettering and design and has taught at many conference including Letters of Joy, IAMPETH, the International Calligraphy Conference, Letters California Style, the All Oregon Calligraphy Conference, TypeCon and will be teaching at the Red Deer Calligraphy Conference in 2020. Cora received a Regional Arts and Culture Council grant to take master classes with Sheila Waters in the fall of 2015 as well as a grant to attend Seattletters, the 38<sup>th</sup> International Calligraphy Conference. She majored in Art and Art History at Oberlin College. Cora is passionate about teaching and values a holistic approach to learning based on building trust and safety in the classroom environment.

## Class Session Dates

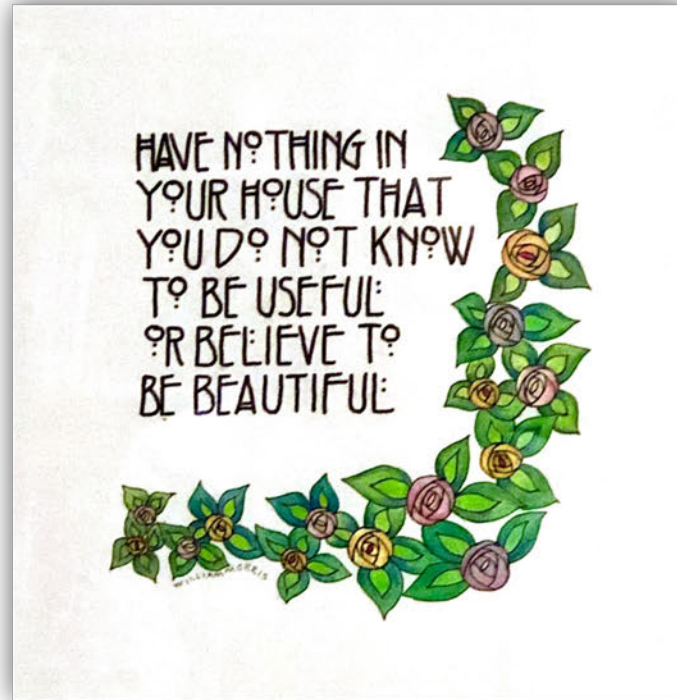
(All Saturdays from 10:00am to 6:00pm)

January 18<sup>th</sup>, February 15<sup>th</sup>, March 28<sup>th</sup>,  
April 25<sup>th</sup>, May 23<sup>rd</sup>, June 20<sup>th</sup>, July 18<sup>th</sup>,  
August 22<sup>nd</sup>, October 3<sup>rd</sup>, and October  
17<sup>th</sup> (Make Up Day)

## Teaching Philosophy of Cora Pearl

Teaching students about the art of calligraphy and hand lettering is a dream come true for me. I love being able to share my passion and experience in the classroom and I believe that teaching at its best, is also an art form.

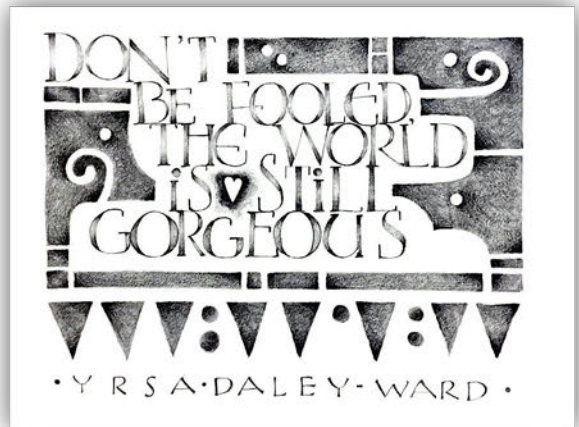
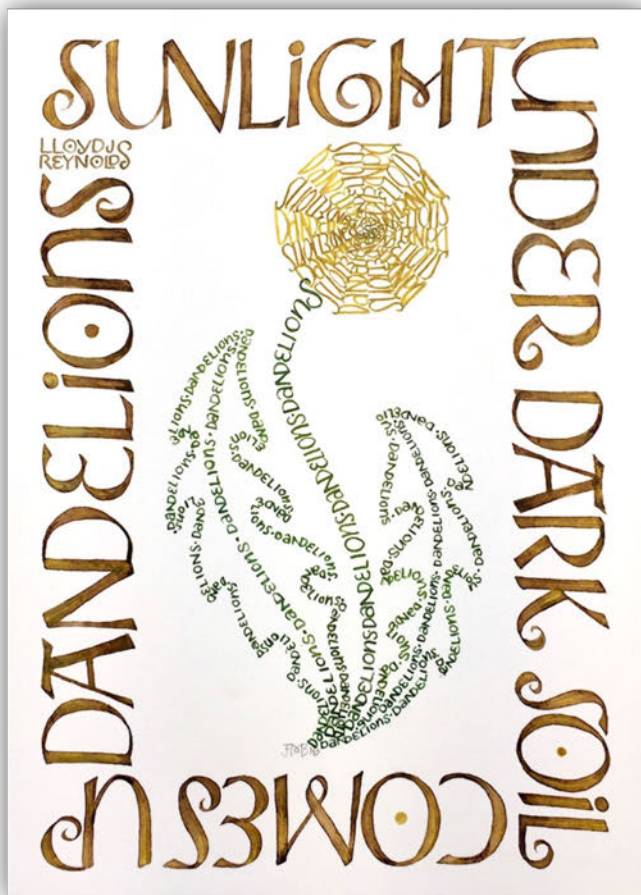
Central to my teaching style is sharing my passion and enthusiasm to inspire students to ignite their own passion and desire for greater self-expression and artistic exploration. The study of calligraphy and hand lettering requires patience, persistence and practice. My teaching philosophy is centered on supporting students in developing this core set of skills as the foundation for artistic and calligraphic growth.



Students of lettering arts tend to come from different backgrounds—some students already consider themselves artists, some students have had little or no artistic training at all, some students have a background in graphic design, others simply have a love of lettering that they would like to explore further.

I like to meet each student right where they are in the learning process and in their initial skill level—my goal is to see each student move forward and grow from where they started. I encourage my students to understand their creative evolution from their own starting place to their own ending place, rather than from using an outside reference point.







While supporting students individually is important to my teaching, I also believe that having a strong classroom community is essential. We can learn so much from each other's mistakes, successes and experiences. Making art can be a vulnerable experience and having a safe supportive classroom environment helps nourish the willingness to try new things and to grow as an artist. I encourage my students to share their experiences with each other and to rely on each other for additional support. This creates an environment where students care about each other, where they support one another, and celebrate each other's growth.

Because lettering arts do require precision, and making mistakes is inherent to the process, students can easily come face to face with their Inner Critic. I like to address this phenomenon directly and gently nurture students towards greater self-kindness and self-acceptance through the process of making mistakes.

Navigating this area of this art form in a gentle manner can help give students the ability to stick with the challenge of working through building their technical skill level and solving design problems.

My approach to teaching has always been a holistic one—I believe that the ability to present words in a striking and creative artistic way is a rare and beautiful skill to possess and it also gives students a powerful new connection to the use of language and text. In addition to developing this core skill I believe the study of lettering as an art form is an opportunity to develop greater self-confidence, self-kindness, and the ability to have a more sustained, and even meditative focus. In the widest sense of what creating art can be, I see the study of calligraphy and hand lettering as an opportunity to get to know oneself better.

## To Register:

If you have questions and/or would like to register, please email Angie Vangalis at [angie@txc.org](mailto:angie@txc.org) or call (214) 957-1736

## More Examples of Student Artwork:



# THE PRINCIPLES OF DESIGN FOR LETTERING ART

A YEAR LONG  
COURSE WITH  
CORA PEARL

## Registration Packet

### HOSTING ORGANIZATION

Texas Lettering Arts Council is your host for this course. TXLAC is a volunteer-run 501(c)(3) non profit organization dedicated to promoting and preserving the Lettering Arts and related disciplines. Our Board is comprised of Lettering Artists who have a common focus to increase awareness of the Lettering Arts and provide educational opportunities from the best instructors in the world.

### SESSION DATES

Class begins JAN 18, 2020 and ends OCT 3, 2020 with one make up day in case of inclement weather. JAN 18, FEB 15, MAR 28, APR 25, MAY 23, JUN 20, JUL 18, AUG 22, OCT 3 and OCT 17 (make up day).

### TUITION

The cost of this year-long study is \$1599. Your seat is guaranteed with a \$100 non-refundable deposit.

### COURSE LOCATION

The Community Room at Stacy Furniture,  
1900 S. Main Street, Grapevine, Texas 76051.

### SESSION FORMAT

Each session is on a Saturday from 10:00am to 6:00pm with a lunch and a break. Lunch will be ordered in at a nominal cost, so students can maximize the time with our instructor. Water, coffee and hot tea will be available during the workshop. Students may bring a snack to share.

### SATURDAY SCHEDULE

Check-in: 9:30am  
Morning Session: 10:00am - 12:45pm  
Lunch: 12:45pm - 1:30pm  
Afternoon Break: 3:30pm  
Afternoon Session: 1:30pm - 6:00pm

Times and material are subject to change.

### TRANSPORTATION & LODGING

Out of town students may use either DFW or Dallas Love Field airports. Students are responsible ground transportation and lodging.

### COURSE CONTENT

1. The Principle of Contrast
2. The Principle of Hierarchy
3. The Principle of Emphasis
4. The Principle of Repetition
5. The Principle of Pattern
6. The Principle of Movement
7. The Principle of Balance
8. The Principle of Harmony/Unity
9. Course End Summary; Moving Forward with Design

### SUPPLIES

A detailed supply list will be available in October.

### DEVELOPING A DESIGN PROCESS;

The Psychology of Creativity and Getting in the Creative Flow.

- All sessions include hands-on instruction and making art in class, often including introduction to a new style of lettering and/or tool;
- Weekly (usually short and simple) online exercises for each element;
- Lecture and discussion of the element including visual calligraphic/lettering examples of each;
- Discussion and instruction for increasing one's ability to get into the creative mindset.

### LEARNING ONLINE;

The online classroom is a big component of the year-long course adding value in between in-person class sessions.

Students should commit to doing monthly homework assignments and weekly online exercises as well as participate in the online component of the class on CourseCraft.net website.





Coral Pearl

### INSTRUCTOR MATERIALS FEE

A **Materials fee** consists of handouts and materials supplied for use during class and may range from \$10 to \$20, payable in cash to the instructor at the beginning of each session.

### CLASS SIZE

Minimum student size - 16 with a maximum of 30.

### PAYMENT OPTIONS

Please note: Student Discounts are not applicable if using installment options.

1. **SAVE** when you send payment in **FULL** with a paper check made payable to **TXLAC**:  
**Texas Lettering Arts Council**  
**PO Box, 3126**  
**Coppell, TX 75019**
2. Pay via PayPal in full. Online payments and installments incur processing fees.
3. Make two installments (PayPal or by paper check) The first at registration (\$830) and MARCH 15, 2020 (\$830).
4. Make three installments (PayPal or by paper check) The first at registration (\$554) JANUARY 18, 2020 (\$554) and MARCH 15, 2020 (\$554).

Partial fee schedule [is available HERE](#).



### EXTRA BONUS!

Hand letter/decorate an envelope to enter a prize contest!

### CANCELATION & REFUNDS

- Student Deposits/payments will be refunded, in the event this course doesn't make or Cora feels you need more time to develop your lettering skills.
- Full and partial payments constitutes a commitment and are non-refundable at the time of registration or by payment schedule.
- Due to the nature of planning this year-long study, deposits and payments cannot be refunded unless someone else can take your spot in class in wait-list order (less online processing and administrative fees).
- We regret refunds cannot be granted for partial participation or missed classes.
- In the event a session is canceled due to inclement weather or other reason, an extra session has been scheduled for **October 17, 2020. Please save this date on your calendar.**
- If an additional session is canceled, it will be rescheduled within a reasonable amount of time OR students will receive a prorated refund.

### CORA'S QUESTIONNAIRE

Included in this registration packet is a [Questionnaire](#) from Cora. It is several pages and a way for Cora to get to know her students, to see what the strengths and challenges there are for the group as a whole, and for you to get clear about your strengths, challenges and goals. Cora has found the information contained on these forms very helpful for planning the class. It is also a good way to make sure the course is a good match for you.

### SUPPLIES

TXLAC will do a group order and have your order ready at the workshop. Everyone saves on shipping. Supply list will be available by December 2019.

### [REGISTER ONLINE](#)



# Code Of Conduct

## OBJECTIVES

- To make students more visually aware of letterforms, style and design.
- To increase the student's ability to draw, analyze, abstract and create with letterforms.
- To expose students to a wide variety of lettering materials and techniques.
- To encourage students to become more skilled in the use of various lettering materials.
- To help students to learn to think creatively.
- To help students use the principles and elements of proper design in all of their art work.
- To cause the students to critically analyze their own work as well as the work of others.

## ARRIVING LATE OR LEAVING EARLY

Arriving after the instructor has given his opening remarks is disruptive to everyone. If you are late, please quietly try to catch up - the instructor is not expected to start the lesson over.

Late arrivers should participate in the class activity and set up their stations after the lecture/activity.

Please gather your belongings during lunch or break time if you must leave early.

## BREAKS

Except when the structure of the class necessitates structured breaks, students are free to take short breaks as appropriate.

## CELL PHONES

Leave your cell phone in your car or sleeping room. If you must have your phone with you set it to SILENT and NON VIBRATING mode. Leave the classroom to take any calls.

## CONDUCT

Please be polite and allow the instructor to lecture his points completely. Avoid disrupting the flow with opinions or comments during lecture time. Ask questions when appropriate. TXLAC reserves the right to require withdrawal of any student whose conduct is deemed detrimental to the workshop without a refund.

## EXPECTATIONS

Much of class time will be dedicated to the execution of assigned projects. It is essential that you attend class on time and fully present. There will be time throughout each session to receive one-on-one assistance. Participating in the homework assignments will allow the instructor to see your growth along side fellow classmates.

Please come prepared. Have supplies ready for class for each session.

Students will receive an email reminder of tools and any special items to bring at least one week prior to each session.

## GROUP CRITIQUES

Discussion about the class work, is where you have the opportunity to express opinions and views about the work and process. Your participation in these critiques can be helpful to others.

## MISSING CLASS

Due to the nature of this series, there is no opportunity to make up missed class content. TXLAC will save all handouts and provide any additional material when possible. Notes and review of the session may also be offered by a considerate classmate.

## MUSIC

If you prefer to listen to music during class, bring your own personal listening device with earphones.

## PERFUME & COLOGNE

Please arrive "fragrance free" for the comfort of participants and instructor who may have allergies.

## PHOTOGRAPHS & SOCIAL MEDIA

It is common courtesy to ask permission from the instructor before taking photos of samples and demonstrations. When photographing, please stay back away from the instructor - use a zoom lens if necessary and mind that your flash isn't distracting to others. Ask permission to take photos of other students and their work. Do not post other student or instructor work to social media without permission.

## SHARING

All designs, handouts and instructions are copyrighted and owned by the instructor. Please check with your instructor before sharing the workshop materials in any form with others.