

Grad Intro to Type / Week 1, Letter Cropping and Found Type Collage

Goals:

Over the course of the semester, in order to better understand and work with typography, we will consider many examples of typography's functions: these are primarily (but not limited to) legibility, information, voice, expression, formal arrangement and credibility. Various issues of form, convention, history and functionality will be addressed.

In doing so, we will cover four basic areas of typographic study + experience, in this order:

1) the formal attributes

Anatomy of type, structure and texture of type, contrast, weight, rhythm, scale

2) tradition, history, nomenclature, classification
Why we still do type the way we do it.

2) some structural strategies

hierarchy, grids, alignment, placement

3) typography in sequence

letters in a word, words in a line, lines in a paragraph, paragraphs on a page, pages in a book, type and image in a single simultaneous frame (poster, broadside, web page, book jacket)

This project addresses formal attributes and encourages the investigation of typographic form and structure, composition and 2-d surface dynamics, and introduces the visual characteristics of common type faces and letterforms.

In-class class portion:

Lettercroppings:

Objectives:

Practice learning to compose a surface; learning to see; learning type classifications

In an effort to get you to look closely at the structures of letterforms, and to remember the type classification system, this project asks you to make eight compositions, each comprised of a close-up cropping of some part of a single letterform from among the specimen sheets i give you. Scale the letterforms to suit your needs. See which type classifications look well next to one another. You may choose other fonts if you can make a good argument for them and for their place in history.

Start by making approx 2-inch x 2-inch investigative sketches/drawings. Then, using any means necessary including photocopying, tracing, cut paper, freehand, etc., make at least 8 clean, well-crafted 8 x 8-inch finals. Mounted flush: No frame/ border. TO get there, you will likely make many more than 8. Show your process and thinking. Bring in your rejects.

Considerations:

emphasize structural variations and contrasts.
create dynamic tension and play between form and counterform.

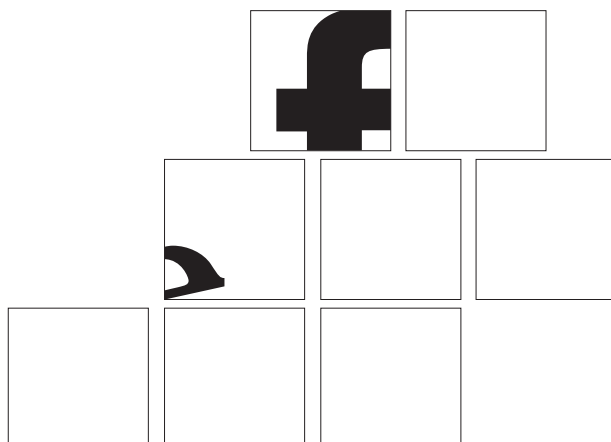
delineate visual and design differences and similarities between the typefaces.

be aware of the form and counterform shapes and spaces you are creating.

letterforms may be black on white ground, and white on black. Make a variety. Then consider how to compose them on the wall: A grid? touching? Inline? organically arrayed?

For next Monday: On the wall

first round: eight compositions (work carefully)



Homework portion:

Found type collage:

objectives:

getting your head into the space of type as form and as media.

You will be assigned three letters

These are your babies. Learn to love them.

Learn to know them. Learn to draw them.

Using any kind of found typography (newspapers, magazines, trash, scraps, photos, etc) create twelve 8 x 8 **compositions**. Make three for each letter; and then make three which combines all three letters.

The objective is to remove letterforms from their context and arrange them in such a way as to emphasize their structural and formal characteristics. Use lowercase or uppercase. The only limitation is you must collect only the three letters you've been assigned, and you must try and get a good number of them in real actual print. Be obsessive. Gather many many many letters. Cut them out, photocopy them at a variety of sizes. Have a large number before you begin work.

TNO tno Ellen
ARL arl Cem
IKP ikp Llewelyn
UQE uqe BoWon
VGH vgh Elizabeth
LCM lcm Drew
XJS xjs José
WBY wby Jessica
ZFD zfd June
MAB mab Francesca
&24 Michael

When developing your collages, consider some or all of the following, and keep track of which compositions attempt to address which cponcepts:
structure, scale, weight,
density, mass, sparsity, repetition
order, chaos
pattern, randomness
many, few
tone, value
form, counterform
motion, stillness

FOR NEXT WEEK: first round: ten 8x8 b+w compositions trimmed; (work quickly, can be rough, crude)