

Today:

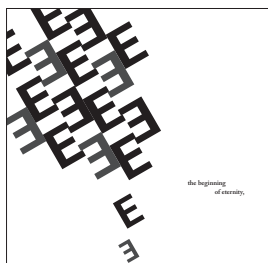
In-class:

Homework portion:

Cropping the letterforms got you to notice the characteristics of the fonts that are within the classifications old style, transitional, modern, sans serif, slab serif, and decorative.

Collecting and Collaging your three given letters should have you looking and thinking about, font styles, fonts as decorative and display, fonts in signage, in publishing, etc. And the collage part of the project has you creating compositions with specific considerations in mind. Controlling image, surface, dynamics, tension, etc.

Consider: is there narrative present in the work? Is it random? Considered? What are the compositions DOING to the surface? To the text or words or images...



Presentation days

Oct 6

1

2

Oct 20

3

4

Oct 27

5

6

7

Nov 3

8

9

Nov 10

10

11

1) Show and tell and/or slides

2) Lettercroppings

Review on the wall

3) Collages

Review on the wall

4) in-class letterform drawing

5) Assign research topics

For an ongoing research project, each of you will choose a topic area (see examples below). You will each write and design 6 pages of a collaborative book; you will each present for no more than 10-15 minutes, findings, thoughts, visuals, discoveries. Presentations take place at the start of every class.

examples:

- Earliest written marks: Babylon, Egypt, Phoenicians
- Pre-classical, from 400 BCE to 200AD
- Classical letterforms/Greeks and Romans
- The "Dark Ages"
- 15th Century/Blackletter/Gutenberg
- Humanist and Venetian
- Garamond et al
- 18th Century English (Caslon)
- The advent of Advertising Types
- Newspapers, Broadside and 19th century
- Art Nouveau and or Art Deco lettering
- Futurism and the avant garde
- Bauhaus/Modernism
- 1950s post war corporate design / type
- 1960s experiment (Fluxus, Concrete Poetry)
- 1970s (Type and music)
- 1980s-1990s: Experiment and the Cult of the Ugly
- Emigre, Carson, Grunge type, etc
- Screen Typography, digital type
- Revival Fonts
- Too Many Fonts
- Letterpress Revivals
- 21st century lettering
- Dimensional typography and artistic practice
- Type and Writing
- Type and Architecture

At the same time that we plan to explore the structure and form of individual letters and their structures and forms, we will also begin to look at refinements of size spacing and contrast within small gatherings of text/type.

Setting Type and Finer Points

Objectives:

To begin to develop a passion for and awareness of the finer points of type setting, considering space, contrast, hierarchy, legibility, placement, rules and regs.

Learning goals:

Traditions, conventions, and innovations around typesetting and typographic legibility. Topics to discuss: Contrast, clarity, dynamics, surface interest.

The process:

1) Find a headline from a favorite news source, or a brief line of text from some other source. Probably 6-12 words.

2) Choose a serif and a sans serif to use together and explore composing and placing your headline text on a surface: Size is 8 x 10 trimmed. portrait

Make 5 / that Explore location

Make 5 / that Explore orientation

Make 5 / that Combine extreme size differences

Make 5 / that Combine extremes of contrast in weight, structure, and form

Make 5 / that Explore motion

3) Now include more text, so you are dealing with a headline as well as a bunch of text. Perhaps a paragraph from the article.

Make 5 / that Explore alignment

Make 5 / that Explore hierarchy

Make 5 / that Explore texture

Make 5 / that Explore density

45 prints for next week.

Reading:

Carl Dair's 7 kinds of contrast

contrast of: size, weight, letter structure, form, color, texture, direction (on gradtype14.risd.gd)