

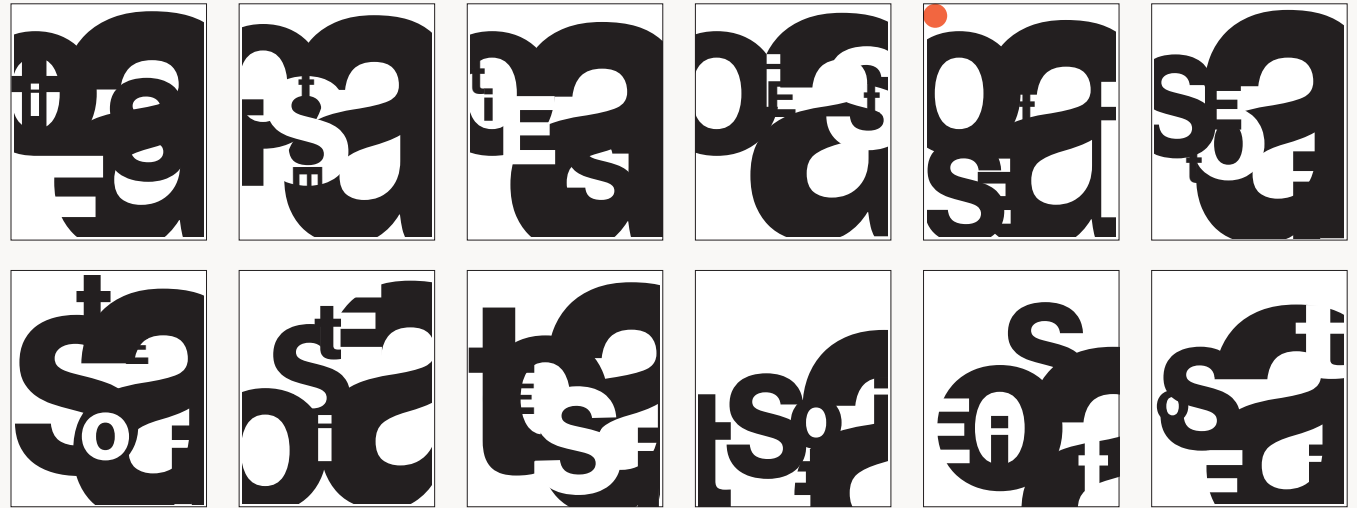
Module 03

“Geometry can produce legible letter
but art alone makes them beautiful. Art
begins where geometry ends, and
imparts to letters a character transcending
mere measurement.”

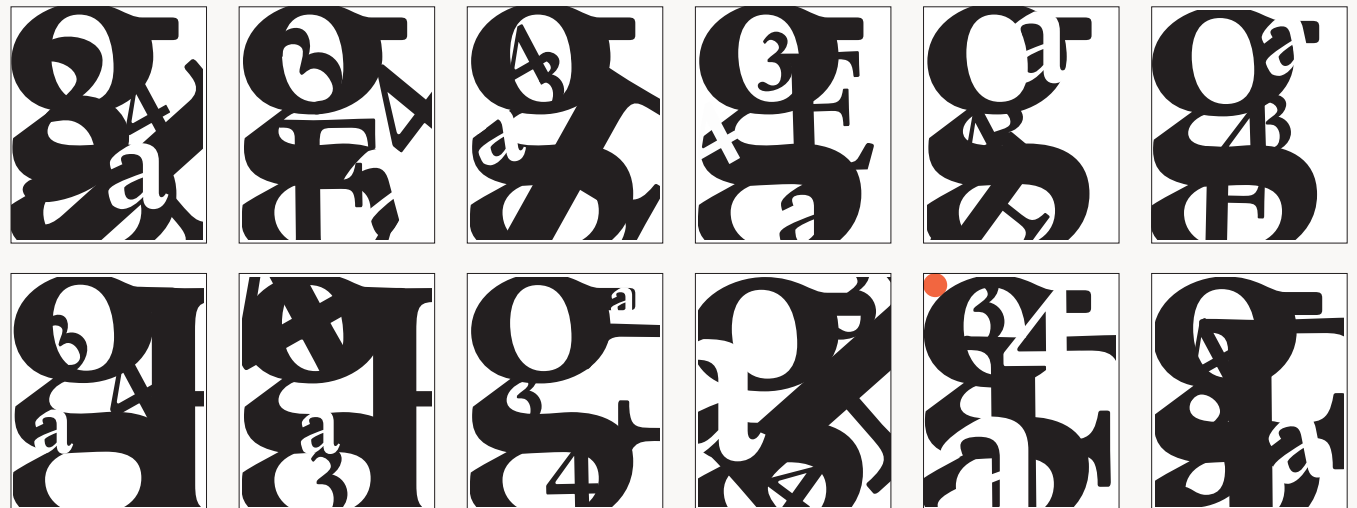
– Paul Standard, 1947 www.smith.edu/library/rarebook/exhibitions

COMPOSING WITH GLYPHS | VARIATIONS

Sans-serif



Serif



COMPOSING WITH GLYPHS | FINISHED COMPOSITIONS

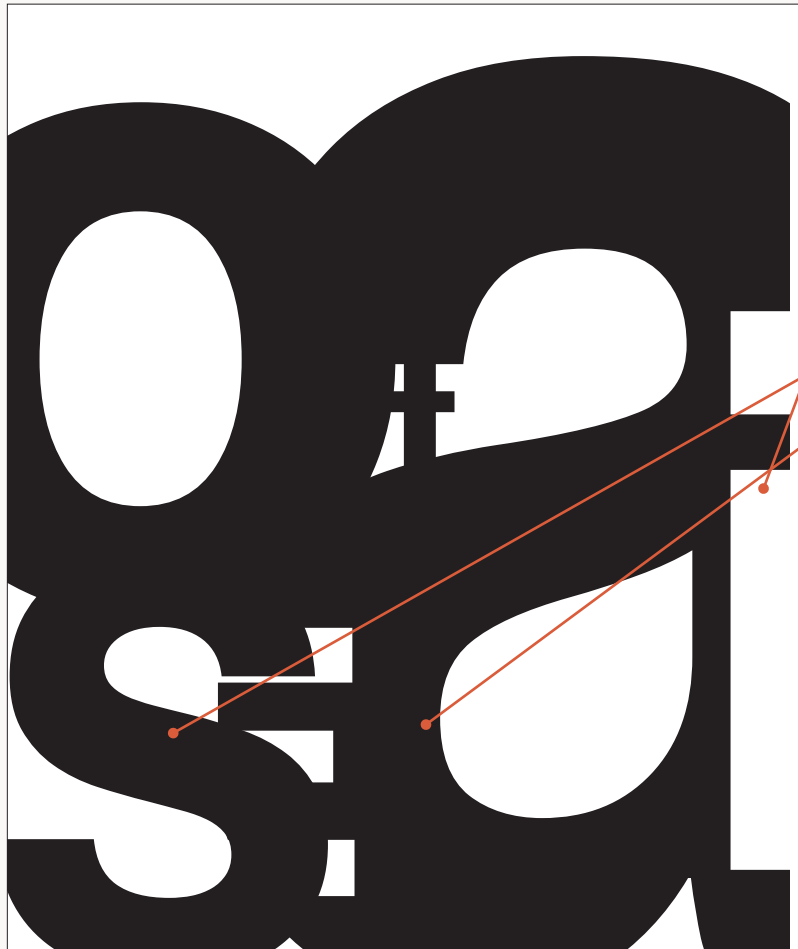


Sans Serif



Serif

COMPOSING WITH GLYPHS | TYPOGRAPHIC ANATOMY



Sans Serif

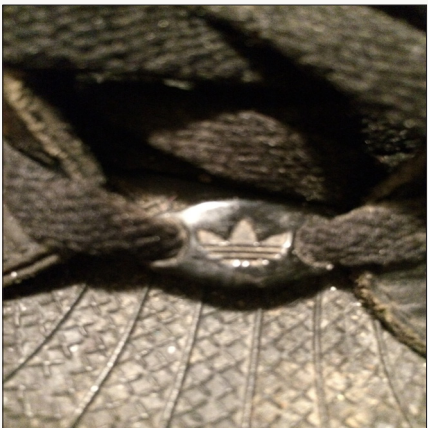


Serif

SKILLS | BUILD UP LETTERING

1. I noticed that...this Stemple Garamond serif "g," Garamond in general, portrays the calligraphy.
2. I noticed that...because of the calligraphy style within Garamond, that it has certain thickness by the curves.
3. I noticed that...because the purpose of this lowercase letter "g" Stemple Garamond is like unto writing calligraphy, it is not quite as simple to draw the outline of it all even following through the skeleton with the marker.

VISUAL AUDIT | TYPE JOURNAL 01



PONDER | MODULE 03

If I woke up in a musical it would be Tangled, because most Disney's stories capture the very imagination!

INTRODUCTION

This is the introduction to Typography from a preview of skeleton point of view.

THREE CONCEPTS

Within Typography, the Design Principles are still apply. Typography is full of characters. Who knew Typography is rich within its history!

Concept 1

We first begin with sketching ideas. Let creativity flows with the imagination; Typography can only dream!

Concept 2

Go in depth with the sketches ideas. Explore the digital versions. Bring about the compositions, tell its story.

Concept 3

Define each idea, give it a little magic. Showcase what Typography is made of.

"I do not think of type as something that should be readable. It should be beautiful."

- Ed Benguiat

FONT COMPARISON

What did you notice about Baskerville MT when comparing it to Stempel Garamond?

Comparing Baskerville MT and Stempel Garamond: Garamond is taller and sharp edges, whereas Baskerville is more round for the edges and its flow.

CONCLUSION

From Serif to Sans Serif, each font family is unique and rich with its own history.



Sans Serif



Serif