Module 02

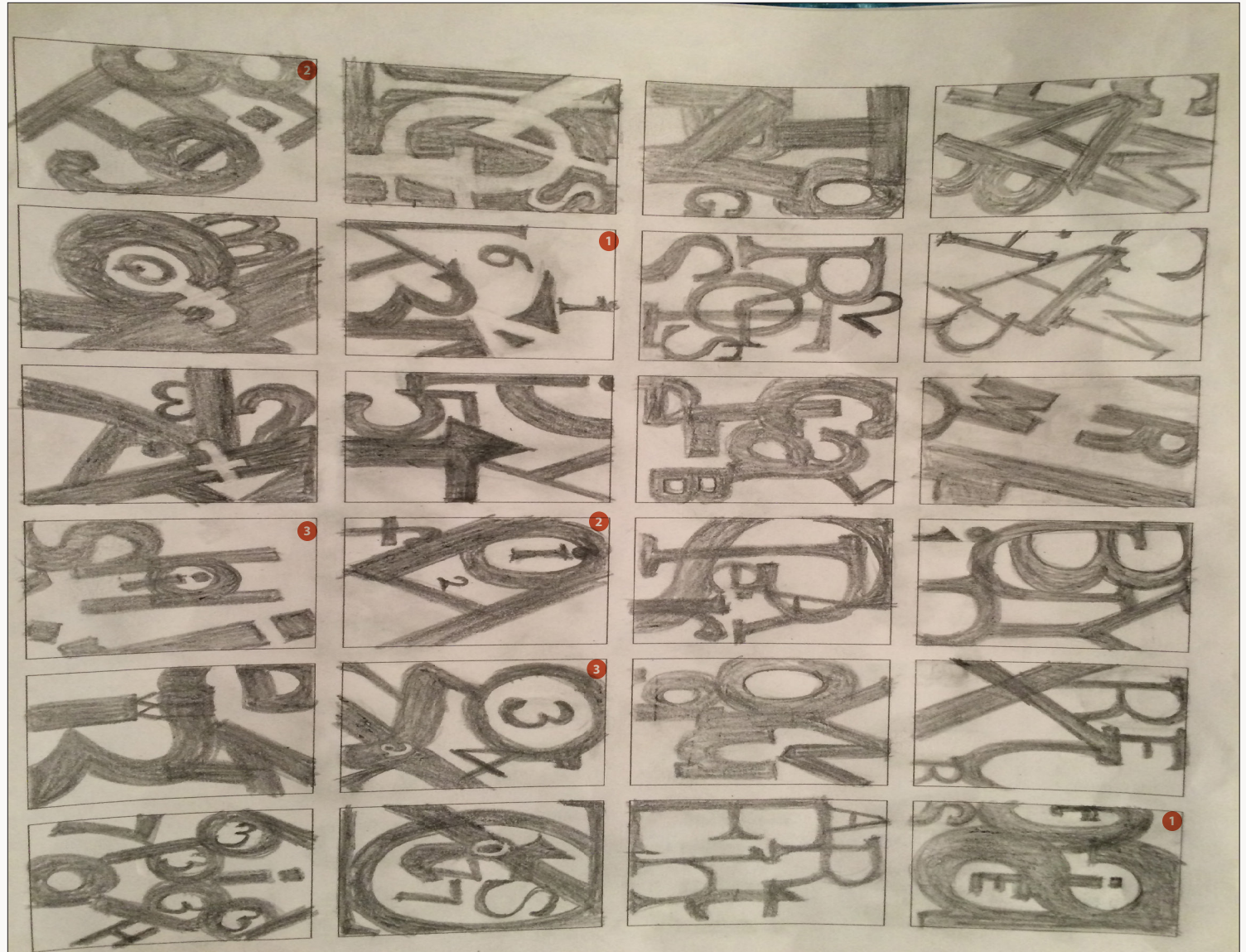"No other design discipline requires so much learning and training as fontography, and by no other aspect can amateurs be so easily distinguished from professionals. To be font literate, a designer has to study the history and the principles of font design."

– Dmitry Kirsanov, *www.kirsanov.com*

COMPOSING WITH GLYPHS | THUMBNAIL SKETCHES
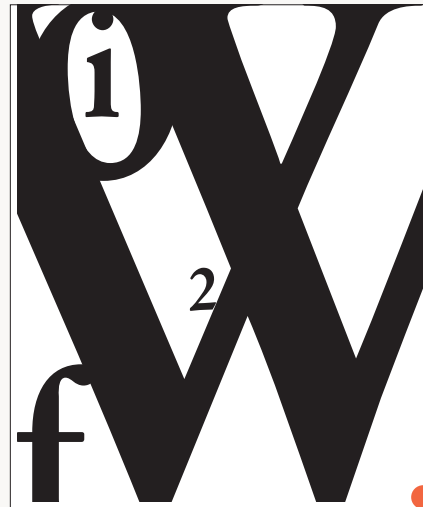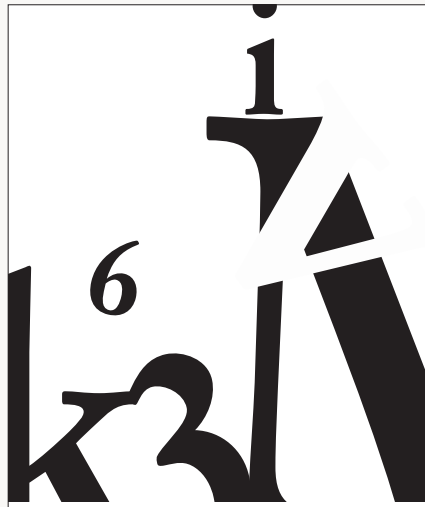
Sans Serif

Serif

COMPOSING WITH GLYPHS | DIGITAL SKETCHES

Sans Serif

Serif

SKILLS ACTIVITY | TYPE-FACE

Name: Jacob Kenning

Font: Benard MT Condensed Regular.

Jacob Kenning is a skilled guy and yet he holds his elegence. He has smart sense of humor, which another can see how intelegent he is. He is outgoing and especially with most of the bright skills he has. He loves extreme sports to balance his love of photography. Yes, indeed, he is social. Remember how I have mentioned he is elegent? He hates when someone chews with his/her mouth open. He thinks he is unique because he grew up in Maine. He has scars stories, the main ones happened when he went boarding, I guess any type of boarding-sports (from longboarding to surfing). I say he is a Benard, pretty Condensed.

Name: Mackenzie Chambers

Font: Gabriola Regular

Machenzie Chambers is adorable! Outside and inside. She is tiny, but indeed has a beautiful, big smile. She loves dessert; it was so cute the way she pronounce the word, dessert. Talking about dessert, she must like dairy products, because she loves anything to do with cows. Moo! Similar to cats (cats are cute), she hates pickels. Something she showed us, the group, about her uniqueness, is her "weird elbows." She has few scars stories as well. Gabriola font captures her "curves" of the eyes.

Name: Tamari Abbot

Font: Elephant Italic

Tamari Abbot, what a kind, lovely young lady. Her kindess is sincere! She loves to do acting, not just because she went to Performing Art Charter High school, but it's her passion as well. I guess she likes the thought of custom too, because she loves to play the Skyrim video game. Gamers life is like the highway, it's that fast lifestyle, in my opinion at least. The reason why I mentioned so, is because she hates slow moving vehicles that drives but on the fast lane. Move to the right, gentlemen, here comes this pretty lady. I actually have mentioned something unique about her, which was the school she went to. She has scars stories as well. Elephant Italic captures her "big" heart.

Name: Ellie Bake

Font: Bodoni MT Black Italic

Ellie Bake. Oh yes, her charm, and that is a compliment indeed. She got talent, musical instruments talent. That to me is something else. She loves to run and she loves music, of course. What's unique about her, is that she plays lots of instruments! She hates pesto, just saying. She has scars stories, plenty enough to not be remembered. I chose Bodoni Black for her because of how bold she is. I mean c'mon, she plays musical instruments, plenty of them.

"No other design discipline requires so much learning and training as fontography [typography], and by no other aspect can amateurs be so easily distinguished from professionals."

– Dmitry Kirsanov

How does the quote impact your outlook on pursuing a graphic design education?

The quote motivated me to better organized my time so I can let my creativity run for more skills-depth practices. Constant practice creates gradual perfection. Discipline is a huge impact on self progression.

THUMBNAILS

Where were you most successful in the sketches?

One of the Design Principles that I was most successful within the sketches and digital composition was the Principle of Flow. Though, I still have plenty of flaws within a design/sketch-idea. I was prioritizing the amount rather than the focus on each idea-design.

DIGITAL SKETCHES

How did you use your concept thumbnail sketches when creating the digital sketches?

My original sketches implemented the ideas for my digital composition. I did not revised the digitals from the original, because the revision, I do think, should come after I can gather more information from viewers (classmates and/or instructor). Information such as their opinions on each idea-design and which Design Principles are noticeable within each piece.

RESEARCH | TYPE-FACE

In what way has the Type-Face activity helped you?

The Type-Face activity helps identify characteristics within Typography overall. Each fonts, such as the 2

This image was taken when I was working on the Digital Composition.

san-serif and serif fonts used for this project, show the different outcomes. This activity showcases and bring about individual's mind-set on creativities and ideas. How truly unique each individuals are.

THINKING WITH TYPE

Choose an interesting concept from your reading and use it as a blockquote.

"In 1984, the growing Apple computer company prepared to launch a range of computers known as the Macintosh. They would require marketing material production and after a number of attempts at manipulating the existing Garamond font, Apple commissioned ITC and Bitstream to create a condensed version for corporate use. The result was a font which kept the attractive characteristics of the original Garamond, while delivering the versatility

necessary. The font delivered to Apple was named Apple Garamond."

The fact that it is mentioned in a sentence within this specific paragraph I decided to include from one of the readings within the section, it says that the result of the font described as attractive. Likewise the theme of the Type-Face activity, each font has its unique characteristic, same like unto each individual of people.

–Introduction and Comparison in Fonts Course Set.

FONT COMPARISON

What did you notice when comparing Stempel Garamond to Neue Haas Grotesk?

First of all, the very obvious thing that is noticeable is that the 2 fonts are 2 different Font-Family and one is San-Serif and the other is Serif. Serif tends to have more intricate flow (addition to the look) instead of a straight block/line, whereas a San-Serif has stuctures and looks simpler.

CONCLUSION

What was the most beneficial part of this module? How did it help you?

To begin with sketching ideas always help the creativity of one's mind. Everyone needs to start from brainstorming before having the master-pieces ready for showcase. To sketch helps an artist to bring about the ideas that came to mind and to later see what needs to come out of the ideas that was once just inside and weren't introduced completely.