

PROJECT 5: TYPEFACE POSTERS PT.1

Focus: Typeface History

Draft due: Monday, October 29 at the beginning of class

You will research and write about the historical background and significance of a typeface that you will be assigned at random.

STEP ONE: TYPEFACE HISTORY

Write 250 words about the typeface you have been assigned. This text will be used in a poster in which you will design for the next project.

Write two paragraphs that include factual information, such as:

- who designed the typeface, dates of birth and death
- what type foundry it belongs to
- when was it designed
- its classification
- why it was designed
- up to three other typefaces by the same designer

Write one paragraph that is your analysis of the typeface.

Consider discussing:

- circumstances where it would be appropriate to use this typeface
- whether you find it unique or interesting, and why
- how you see it as different from other typefaces

Find a single quote about the typeface or the type designer to use on your poster (this can be separate from the paragraphs).

Use Microsoft Word to write the text. Include a bibliography that uses MLA style citations for four sources (at least one book/print source).

TYPEFACES

- Akzidenz-Grotesk
- Caslon
- Century
- Courier
- Franklin Gothic
- Minion
- Mistral
- Times New Roman
- Univers
- Bodoni
- Garamond
- Frutiger
- Cooper Black
- Helvetica
- Baskerville
- Bembo
- Interstate
- Bell Centennial

PROJECT 5: TYPEFACE POSTERS PT.2

Focus: History, Letterform Details, Hierarchy, and Grid
Due: Monday, November 19 at the beginning of class

You will identify the unique characteristics of your typeface and diagram your learnings through the use of terms related to letterform anatomy.

- You will organize elements in a space in order to create a clear hierarchy of information and practice the use of formal typographic rules.
- You will structure 2 visually inventive and original posters as a means to communicate your learnings and synthesize these posters to work as a cohesive series and as a set within your classification group.

STEP TWO

Type up all the letters (upper and lower case), numbers, and a sampling of commonly used punctuation marks on one page and print it out. In your classification groups, identify parts of the letter and study the differences among the typefaces in your group. Compare everything to your typeface so that you can see what makes yours different from the others in the same classification. For your assigned typeface look at all the letters, numbers and punctuation and describe them in parts of the letter terms. Circle, highlight, indicate, make notes, etc. about any and all characteristics of your typeface. Look for distinct and unique characteristics.

Identify at least 10-15 characteristics specific to your typeface. Use the anatomy terms we went through in class. Clearly indicate your observations on the type sheets. These must be organized and legible.

Your posters will have to relate to the other typeface posters in your classification group. As a group, you will decide on the treatment of the following information:

- colors, limit your color palette to 3 colors + b/w
- classification name that your typeface is categorized in

STEP THREE

Each poster in your series will have different information. It is up to you to determine the hierarchy of information.

Poster one: characteristics

- 8-10 typeface characteristics, shown diagrammatically
- the name of the typeface
- the typeface designer's name
- year the typeface was designed
- the entire alphabet, punctuation, numbers

Poster two: about the typeface

- the name of the typeface
- the typeface designer's name
- birth date and, if applicable, death date of designer
- one quote about the typeface or designer
- the three paragraphs you wrote about your typeface
- the bibliography for your three paragraphs

When designing your posters, consider how the posters are viewed individually and together. Explore scale, direction, color, size relationships, positive/negative space, the edge

of the space, etc. Use the modular grid that is shown on the following page, use it correctly.

Begin with simple pen/pencil sketches of each poster in your process book. Work towards 10 drawn sketches of each poster (20 total). Then using InDesign, begin two different sets of posters (four total). As a group begin to create and decide upon a consistent color palette and treatment for the classification name.

STEP FOUR

From your two sets, select one set to refine, modify and address the typographic rules. Print these on 11x17 for an intermediate review of the typographic rules.

FINAL DELIVERABLES

Two dynamic and inventive posters that work individually and in a series, as well as relate to the other posters in your classification group.

Specifications

The final size of each poster is 16 x 24".

On the back have your name, and Fall 2018. In addition to the final prints, print out a black and white version of each poster on 11 x 17", with the grid turned on.