

Wayne State University
2230 Introduction
to Typography
Fall 2018

Rory King
roryking@wayne.edu

Monday and Wednesday
2:30 PM–5:00 PM
Office hours: After class or
by appointment

PROJECT 1: LETTERFORM CROPPING

Focus: Type Classification and Composition

Due: Monday September 10 at the beginning of class

It is expected of graphic design professionals that they have familiarity with an almost infinite number of typefaces. It is essential therefore that students begin to structure their experience of typeforms by learning to classify typefaces into these major historical classifications (i.e. categories): Old Style, Transitional, and Modern Serifs, Slab Serif, Humanist, Transitional, and Geometric Sans Serif.

- You will identify unique characteristics of three different typographic classifications.
- You will create three visually interesting compositions using black and white, line, shape, and space.

STEP ONE

Cut a 1/2-inch square window and a 3/4-inch square window out of a sheet of heavy paper. You will use this as your cropping tool.

STEP TWO

Type specimen sheets will be available for you to download. Choose three to work with. With your cropping tool, draw a square around each letterform to crop it in a way that shows as little of the letterform as possible but shows enough so that a viewer can still decipher what character it is. Do this to every letterform on each sheet. Begin to compare the differences across the letterforms and the type classifications. You are searching for the unique and defining characteristics of that typeface. Keep sketches, thoughts, and evidence for your process PDF.

STEP THREE

Once you have cropped the letterforms on your sheet, select four different letterforms from each of the type classifications to work with on the computer. Select the letterforms that you think best represents the characteristics of that type classification. Using Adobe Illustrator, create four 3x3" compositions as a 2x2 grid on one 6x6" artboard (each composition must have only one letterform). Consider the location of the letterform within the space, activate the white space (i.e. negative space), and practice working with edge. You are trying to achieve the most harmonious whole (study) in each instance—consider how the letterforms respond to each other within the grid. Create one of these studies for each of the three type classifications you chose and save for your process PDF.

FINAL DELIVERABLES

Three cropping studies of a different type classification. The three studies need not relate to each other.

Specifications

The final size is 6x6". These must be printed in black and white and trimmed to size. Mount/adhere to a different color of paper, must have a 1-inch border around all edges (8x8" total). Craft is of high importance, use an x-acto and a straight edge ruler to trim, no glue on the borders, and info on the back must be written or typed neatly so it can be read.

Label your work

On the back of each have your name, Fall 2018, typeface name, type classification name and list three unique characteristics you identified that apply to that classification.