

Mid semester Feedback Form: <http://goo.gl/forms/4Zep4o3ZLt>

What are some things you like?

- fun homework assignments
- course content
- outside resources
- presentations
- group critiques
- variety

What are some things you think could be improved?

- reminders about laptops, etc.
- more technical workshop lessons for digital improvement
- meat of working with type as a visual object
- more detail
- more time to perfect things we learn
- more examples from other artists
- WIP critiques

Typographic Hierarchy

The Temptations & The
Four Tops
Wednesday, June 26, 2013
8:00 pm

When The Temptations took the stage over 40 years ago their stunning harmonies and tight choreography combined with excellent leads created a legend. The Temptations made musical history with their string of fabulous pop and funk hits in the sixties and seventies, and they managed to weather a steady stream of changes in personnel and consumer tastes to be able to continue the history.

Steve Martin and
the Steep Canyon Rangers
Sunday, July 28, 2013
7:30 pm

Steve Martin and the Steep Canyon Rangers, featuring Edie Brickell will perform songs from their album *Love Has Come for You* as well as songs from *Rare Bird Alert* and other new tunes. The new collaboration, *Love Has Come for You*, is set for release on April 23 on Rounder Records.

The Avett Brothers
Friday, August 16, 2013,
8:00 PM
The Avett Brothers will perform their smash hit *I and Love and You* along with the rest of their latest album. In the wake of the album's release, the Avett Brothers made the rounds on late-night TV, including appearances on the Late Show with David Letterman, The Late Late Show with Craig Ferguson, and Late Night with Jimmy Fallon.

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Typographic Hierarchy

- Size
- Weight
- Color
- Position
- Type Contrast

Typographic Hierarchy

SIZE

Band History

Although they have played music together since childhood, the brothers Scott and Seth Avett truly began their partnership in the late 1990s with the merger of Seth's high school rock band, Margo, and Scott's college group, Nemo. After releasing three albums under the "Nemo" moniker, the Avetts started experimenting with acoustic music with some friends at night.

Typographic Hierarchy

COLOR

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Typographic Hierarchy

POSITION

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Typographic Hierarchy

TYPEFACE CONTRAST

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Typographic Hierarchy

COMBINATION

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Typographic Hierarchy

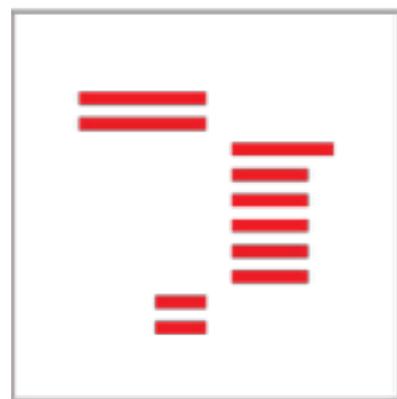
SPACING

Band History

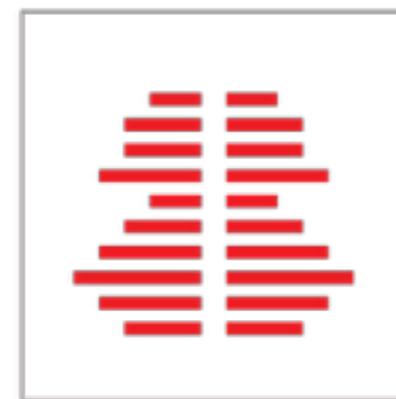
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

typographic systems

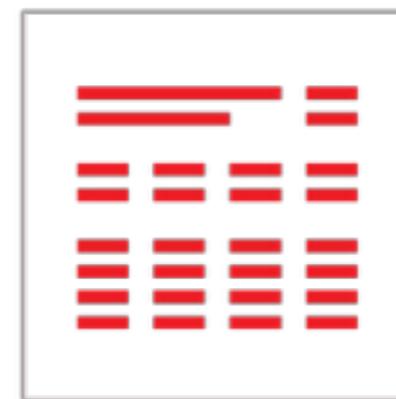
AXIAL



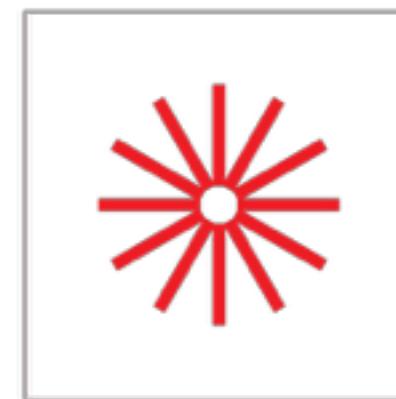
BILATERAL



GRID



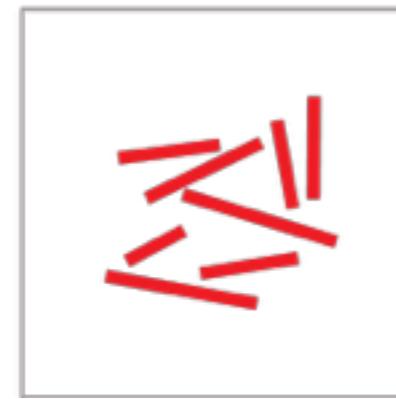
RADIAL



DILATATIONAL



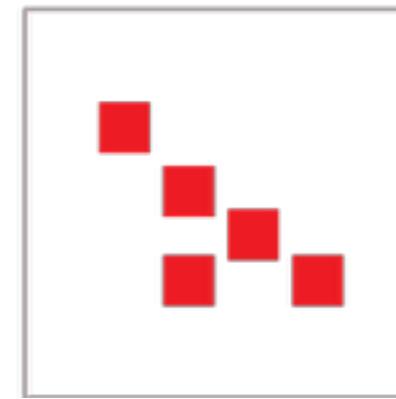
RANDOM



TRANSITIONAL



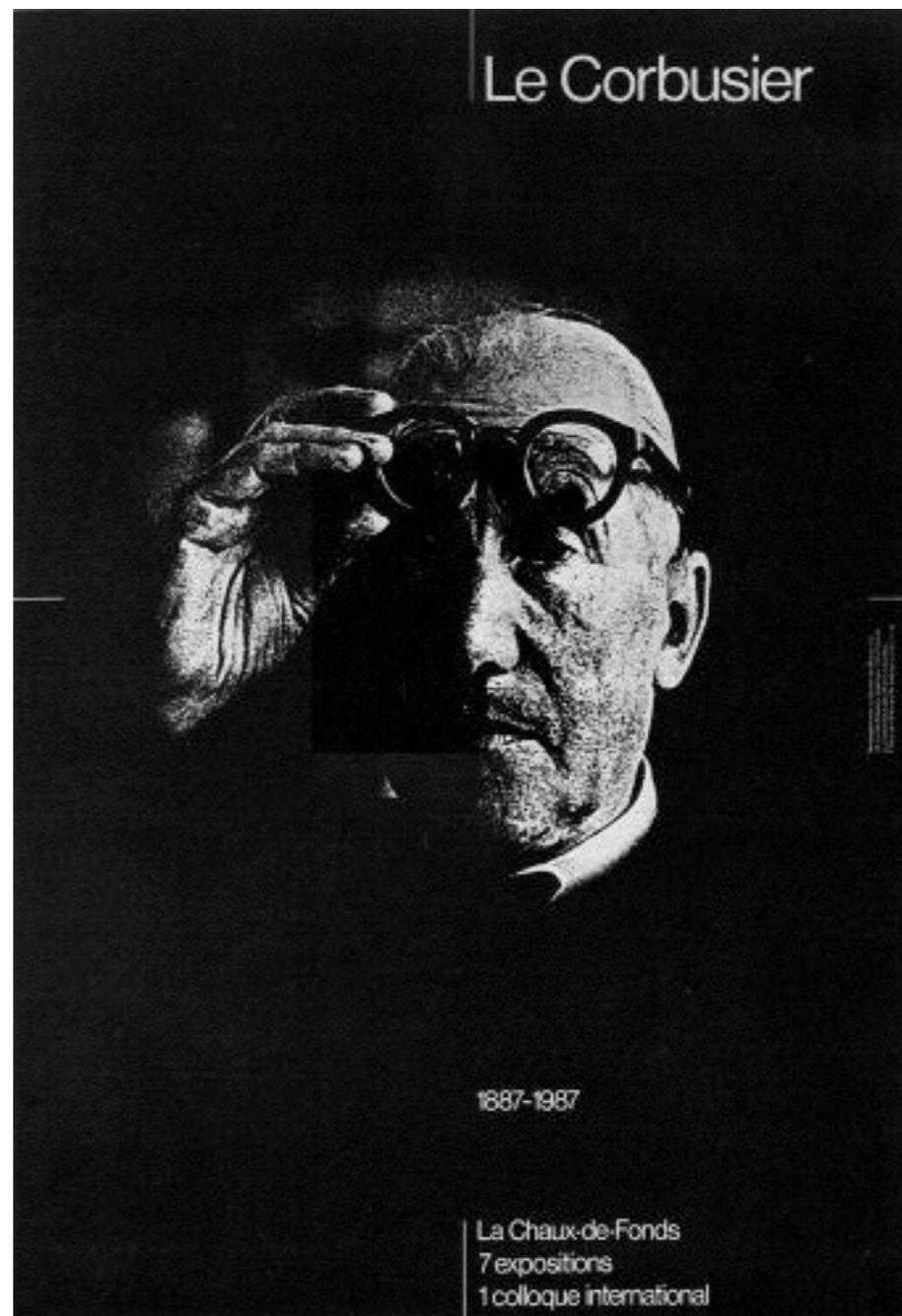
MODULAR





Axial System

Design to the left and right of a single axis



Le Corbusier

1887-1987

La Chaux-de-Fonds
7 expositions
1 colloque international

Werner Jerker, 1987

konzerte der tonhalle-gesellschaft
zürich

1.konzert donnerstag, 2.juni

leitung sir john barbirolli
solist zino francescatti
elgar introduction und allegro
tschaikowskij violinkonzert in d-dur
beethoven fünfte symphonie in c-moll

2.konzert dienstag, 7.juni

leitung joseph keilberth
solisten herta töpper, alt
schubert fritz wunderlich, tenor
mahler sechste symphonie in c-dur
das lied von der erde

3.konzert dienstag, 14.juni

leitung rudolf kempe
solist van cliburn
willy burkhard hymnus für orchester
prokofieff drittes klavierkonzert in c-dur
brahms erste symphonie in c-moll

4.konzert dienstag, 21.juni

leitung jean martinon
solisten robert, gaby und jean casadesus
haydn sinfonie in es-dur
bach <mit dem paukenwirbel>
casadesus konzert für drei klaviere in d-moll
debussy konzert für drei klaviere
la mer

juni-festwochen 66

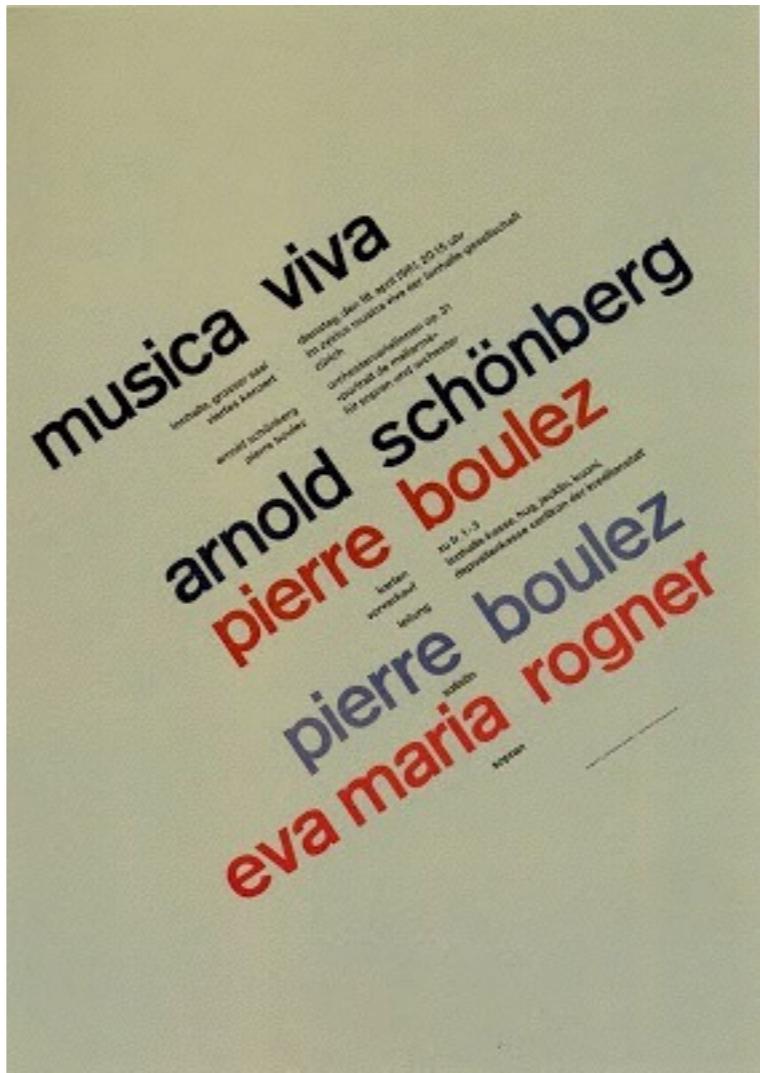
tonhalle gesellschaft zürich

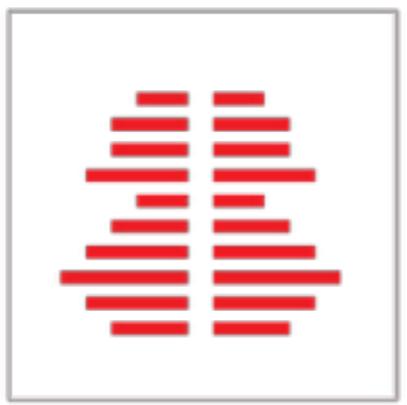
5.konzert dienstag, 28.juni

leitung rudolf kempe
solist henryk szeryng
weber ouvertüre zur oper «oberon»
mendelssohn violinkonzert in e-moll
strauss eine alpenmusik

kammerabend freitag, 24.juni

kleiner tonhallesaal hans willi haeußlein
leitung werner ernst, bass
solist schoeck «elegie»





Bilateral System

Design symmetrical to an axis



Odermatt & Tissi, 1992

KATHERINE mcCoy
MICHAEL
mcCoy

A t t a c h m e n t

Nothing pulls you into the territory between art and science quite so quickly as design. It is the borderline where contradictions and tensions exist between the quantifiable and the poetic. It is the field between desire and necessity. Designers thrive in those conditions, moving between land and water. A typical critique at Cranbrook can easily move in a matter of minutes between a discussion of the object as a validation of **M A T H E M A T I C P O E T I C** for actuating the object. The discussion moves from Heidegger to the "strange material of the week" or from Lystad to printing technologies without missing a beat. The free flow of ideas, and the leaps from the attempt to maintain a studio platform that supports each student's search to **D E S I G N N E C E S S I T Y** find his or her own voice as a designer. The studio is a hothouse that enables students

the new and faculty to encounter their own process that is at times chaotic, **M Y T H O L O G Y** visions of the world and act on them — a conflicting, and occasionally inspiring,

discourse **watching the process** of students absorbing new ideas and interpretations of those ideas into design, is **T E C H N O L O G Y** In recent years, for example, the design experience of watching wood craftsmen high technologists, and graphic designers consistent. They are bringing a very personal vision to an area that desperately needs it. The messiness of human experience is warming up the cold precision of **P U R I T Y** technology to make it livable, and lived in.

Unlike the Bauhaus, **Cranbrook** never embraced a singular teaching method or philosophy, other than Saarinen's exhortation to each student to find his or her own way, in the company of other artists and designers who were engaged in the same search. The energy at Cranbrook seems to come from the fact of the mutual search, although not the mutual conclusion. If design is about life, why shouldn't it have all the complexity, variety, contradiction, and sublimity of life?

Much of the work done at Cranbrook has been dedicated to changing the status quo. It is polemical, calculated to ruffle designers' feathers. And **D A V I D U L T R I G O R O U S**



Grid System

Design with vertical and horizontal divisions

Juni-
Festwochen
Zürich 1959

Stadttheater

Schweizerische
Erstaufführung
Mittwoch, 3. Juni
20.00 Uhr

Der Sturm

Oper von Frank Martin
Leitung Christian Vöchtling
Hans Zimmerman
Max Rüthlisberger

In den Hauptrollen:
Ingeborg Friedrich
Heinz Boni
Jean-Pierre Gonet
Hermann Winkler

Gastspiel
Städtische Oper Berlin
Freitag, 5. Juni
Sonntag, 7. Juni
20.00 Uhr

Cosi fan tutte

Komische Oper
von W.A. Mozart
Leitung Arthur Rother
Carl Ebert
Jean Pierre Ponnelle

Elisabeth Grümmer
Lisa Della
Sieglinde Wagner
Heribert Brauer
Josef Greindl
Ernst Häffiger

Samstag, 6. Juni
Mittwoch, 17. Juni
20.00 Uhr

Lucia di Lammermoor

Oper von G. Donizetti
Leitung Nello Sera
Ettore Cella
Max Rüthlisberger

In den Hauptrollen:
Aurelia Bernerli
Lorenzo Sabatucci
Lorenzo Gabetta
Mario Zanasi

I. Programm
11. Juni, 20.00 Uhr
14. Juni, 20.00 Uhr

II. Programm
12. Juni, 20.00 Uhr
14. Juni, 15.00 Uhr

III. Programm
13. Juni, 20.00 Uhr

London's Festival Ballet

I. Programm
Viscontini's Chopin
Petuschka
Etudes
II. Programm
Concerto
Giselle
III. Programm
Schwanensee II Akt
Le Pas de Quatre
Variations for Four
Don Quixote
Polonaise Tänze

Leitung
Julian Braunschw
Anton Dolin
Geoffrey Cobrett
mit
Tamara Toumanova
Natalie Krassovska
Toni Lander
Marilyn Dunn
Anton Dolin
John Gilpin

Corps de Ballet

21. Juni, 20.00 Uhr
Das Rheingold
23. Juni, 19.00 Uhr
Die Walküre
24. Juni, 18.00 Uhr
Siegfried
26. Juni, 18.00 Uhr
Götterdämmerung

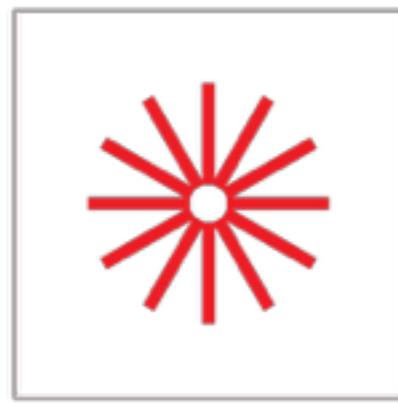
Der Ring des Nibelungen

Bühnenfestspiel
von Richard Wagner
Leitung Robert F. Denzler
Karl Heinz Krahl
Philippe Blessing

In den Hauptrollen:
Elsa Corelli
Birgit Nilsson
Astrid Varnay

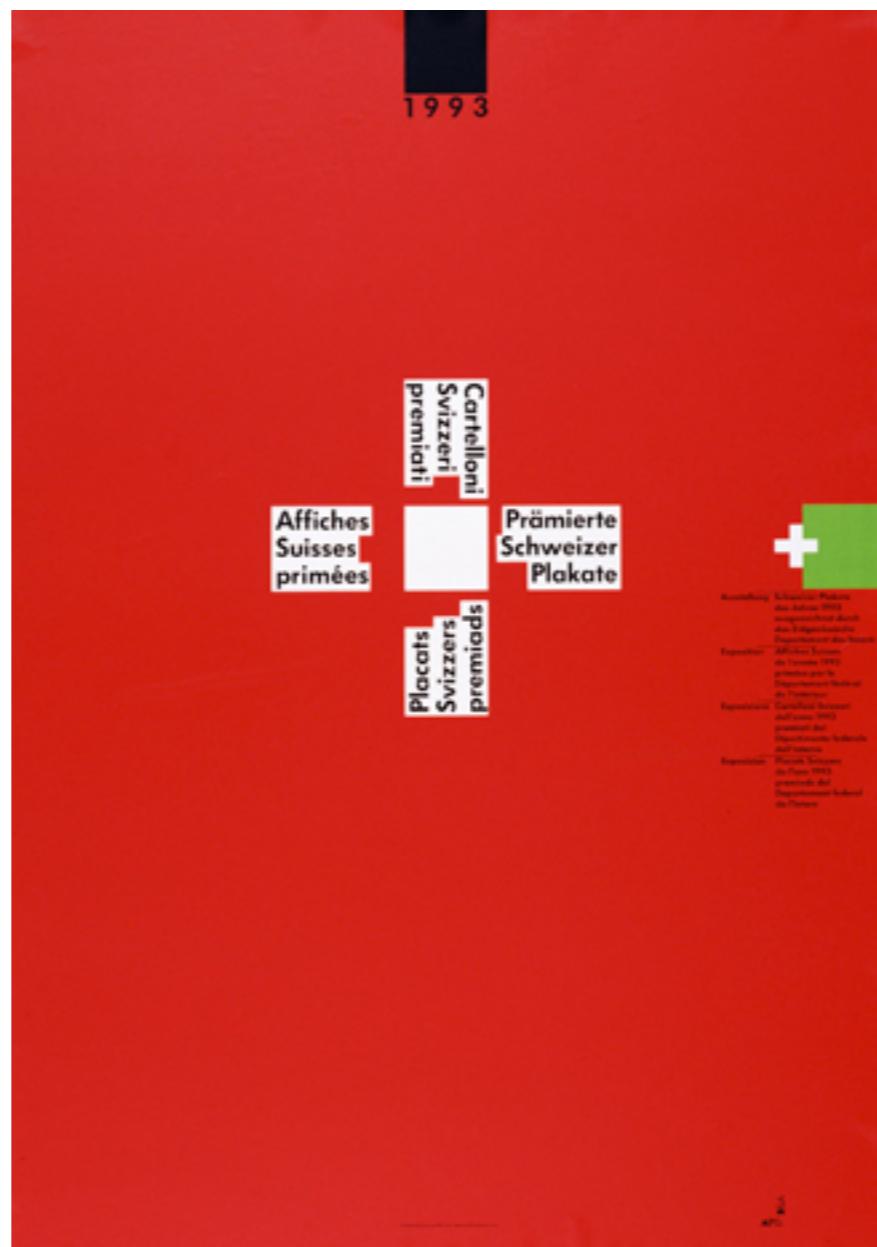
Mary Daivensport
Hilde Koch
Diemund Aldehoff
Kurt Böhme
Tomislav Neraic
Alwin Pemerstorfer
Heinz Boni
Erwin Detlau
Hans-Bert Dick
Charles Gagé
Franz Lechleitner



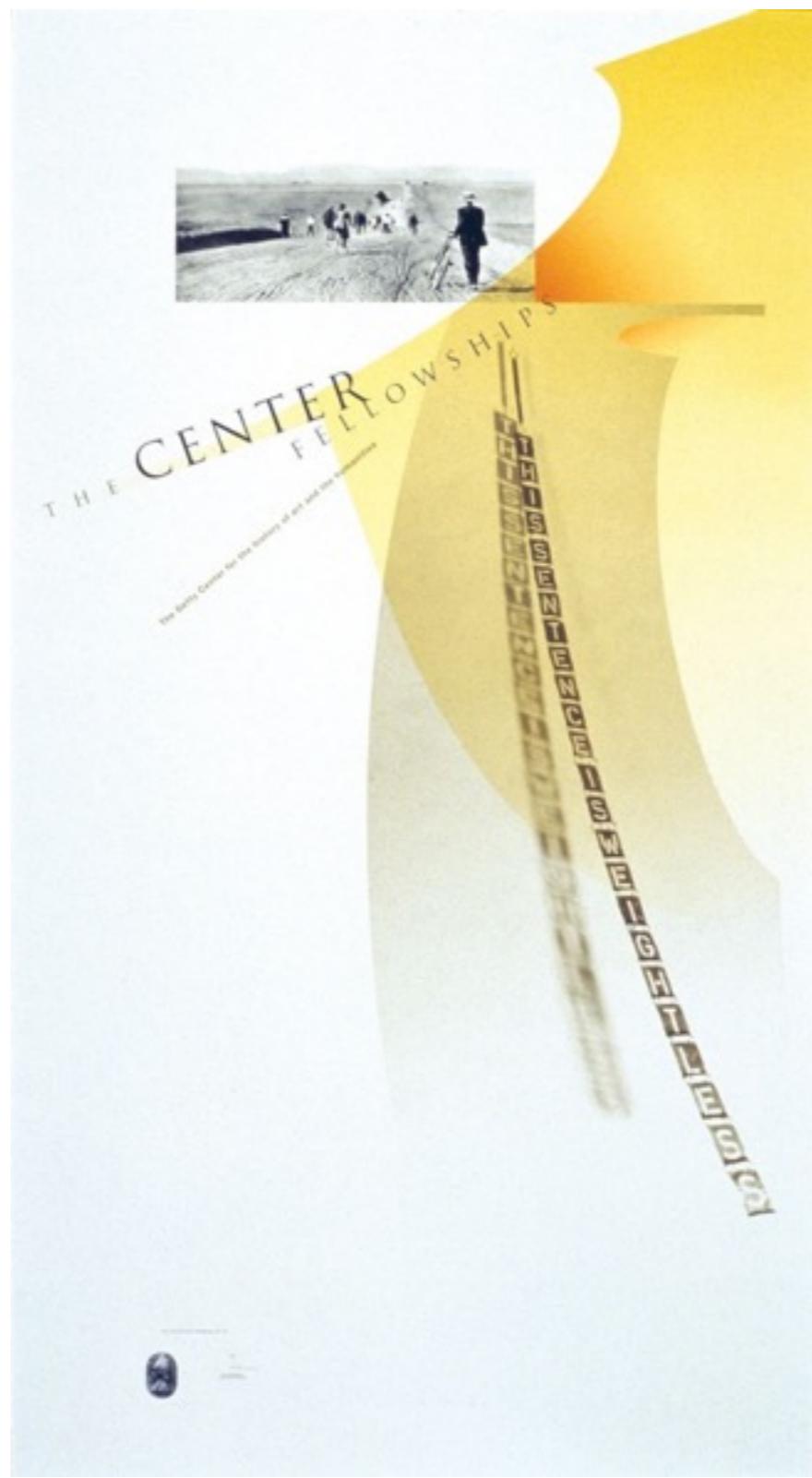


Radial System

Design from a central point of focus



Rosemarie Tissi, 1993



Rebecca Mendez, 1995





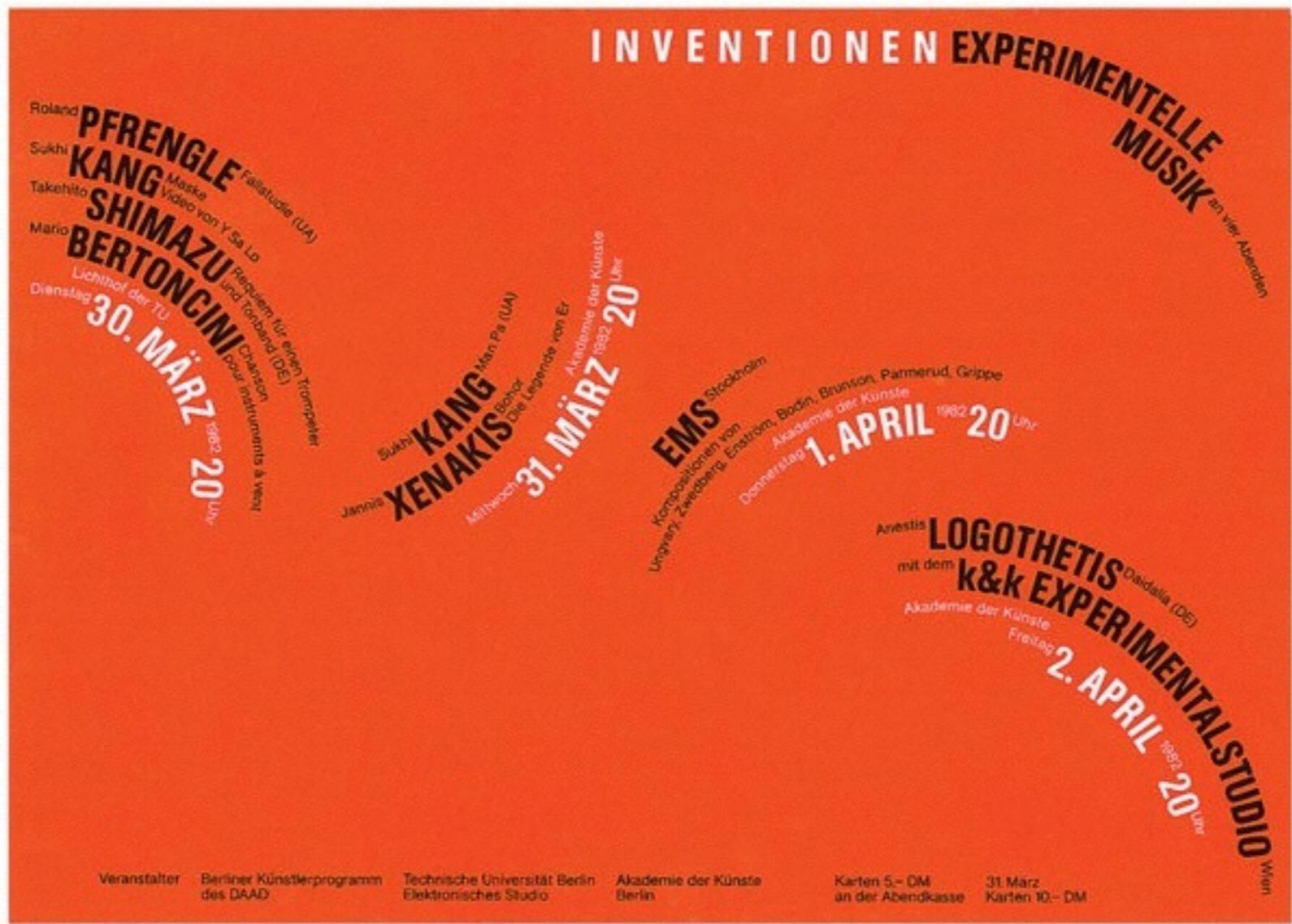


Dilatational System

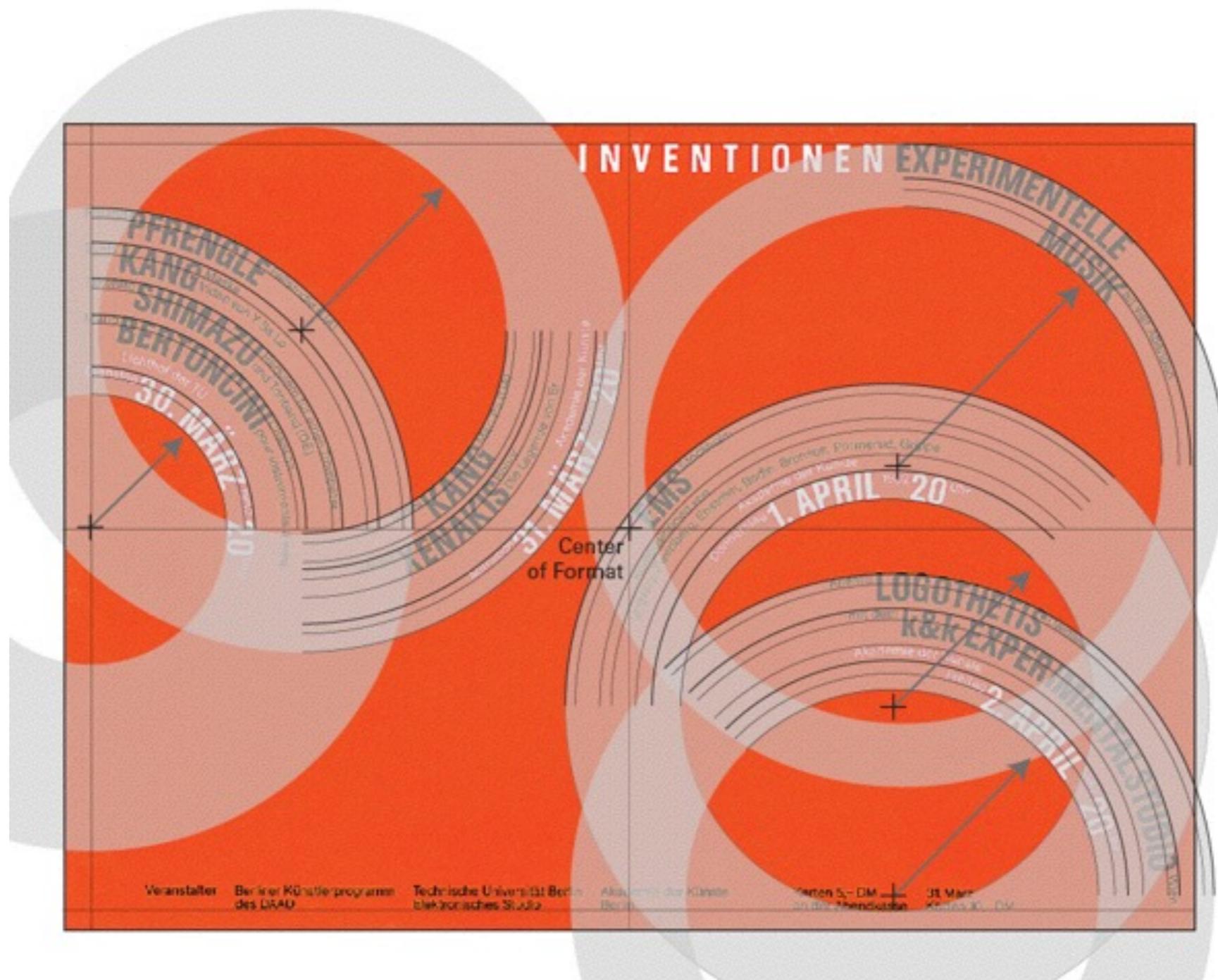
Design along a circular path

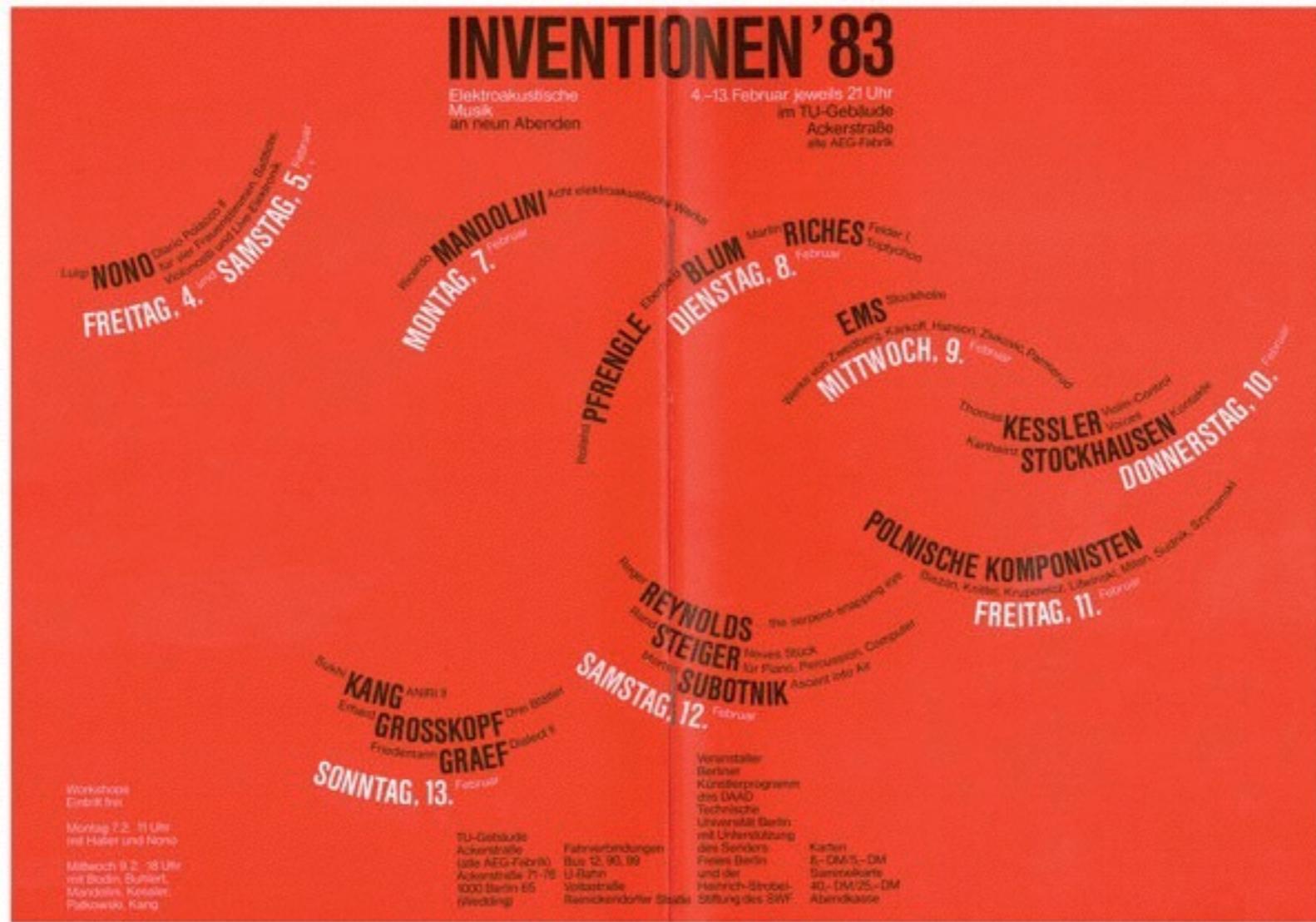


Rosemarie Tissi



Stein and Ott, 1982





Stein and Ott, 1983

INVENTIONEN '83

**Elektronische
Musik
an neun Abenden**

4-12 Februar jeweils 21 Uhr
im TU-Gebäude
Aktienstraße
805 AEG-Fabrik

NONO Dieser Platz ist für den Freitagabend reserviert.
FREITAG, 4. **SAMSTAG, 5.**

MANDOLIN
MONTAG

MITWOCH,

THE KOMPONISTEN
FREITAG, 11.

STEIGER
SUBOT

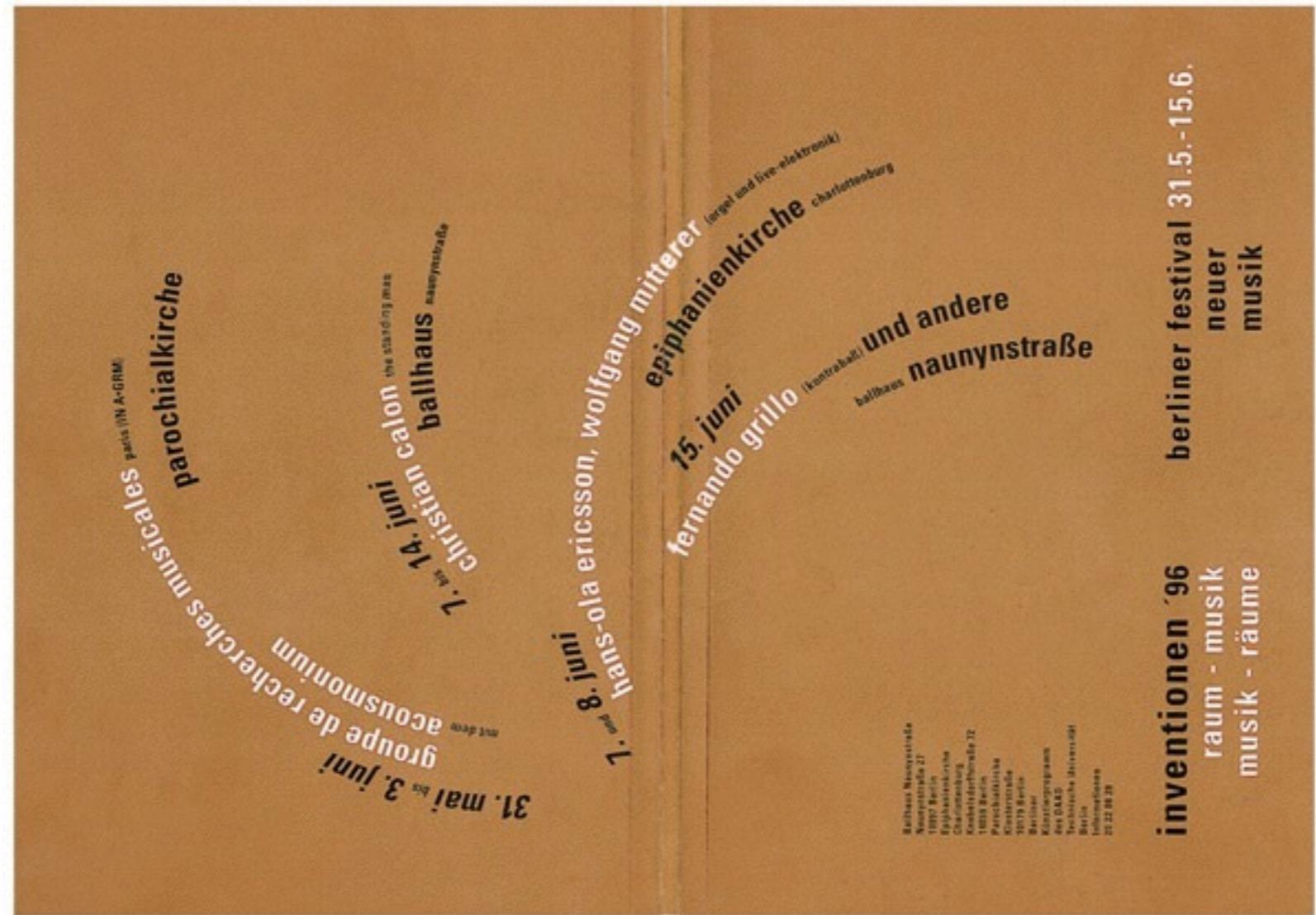
M. Saeed & J. M. G.
M. Eddin Bhatti
Muhammad Aslam
Muhammad Kang

TR-Größe
L-Basis 1800
Über 1000-Ton
Schwanz 1800
Höhe 1000

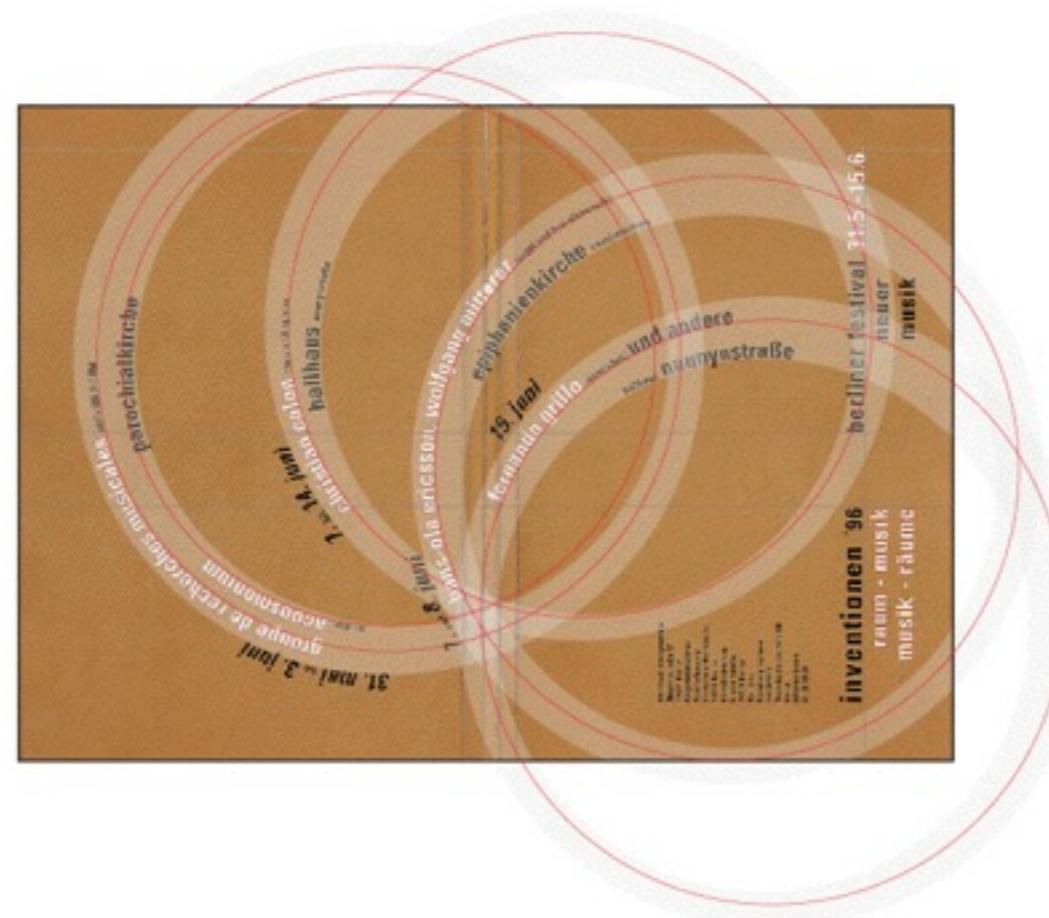
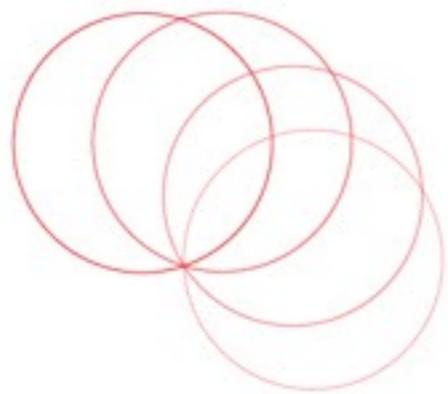
1000
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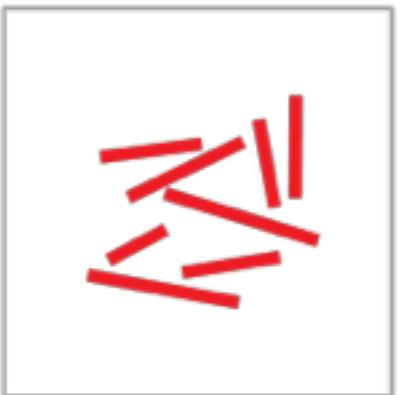
Svenja Mahr
Berlin
Kunstakademie
und IAA, 3
Technische
Universität Berlin
mit dem Motto
„Die „Kunst“
Festet Berlin“
und die
Heinrich-Heine-
Universität Düsseldorf

Page 1
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Schenkel - cont'd
10-CMA-25-2
11



Stein and Ott, 1996



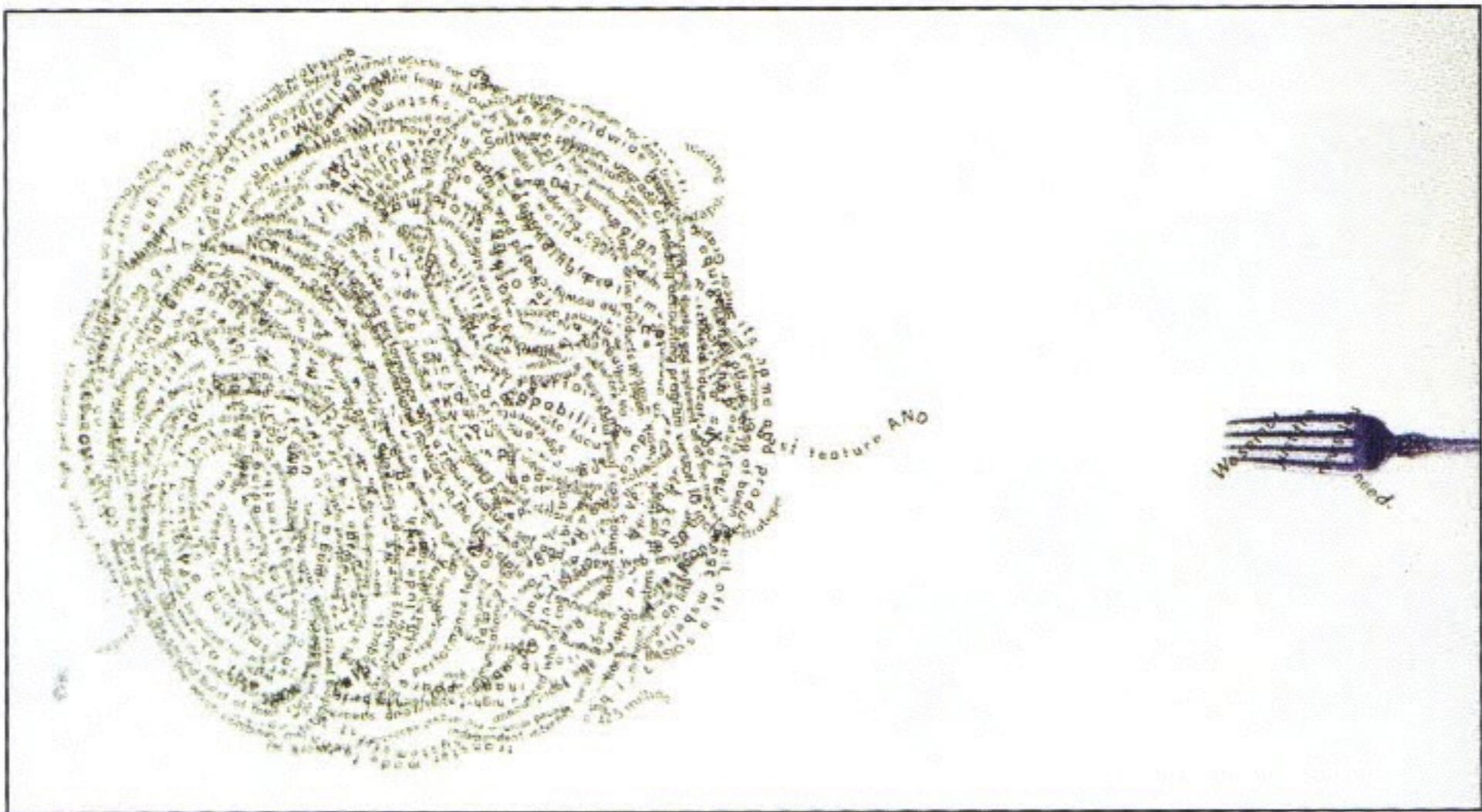


Random System

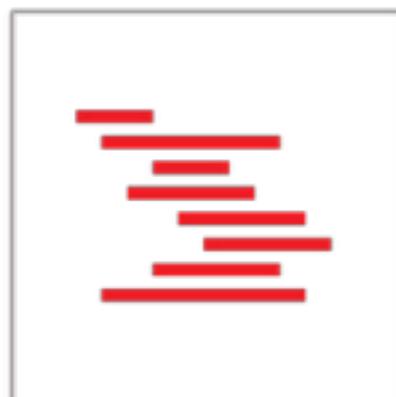
Spontaneous design



Makoto Saito, 1994

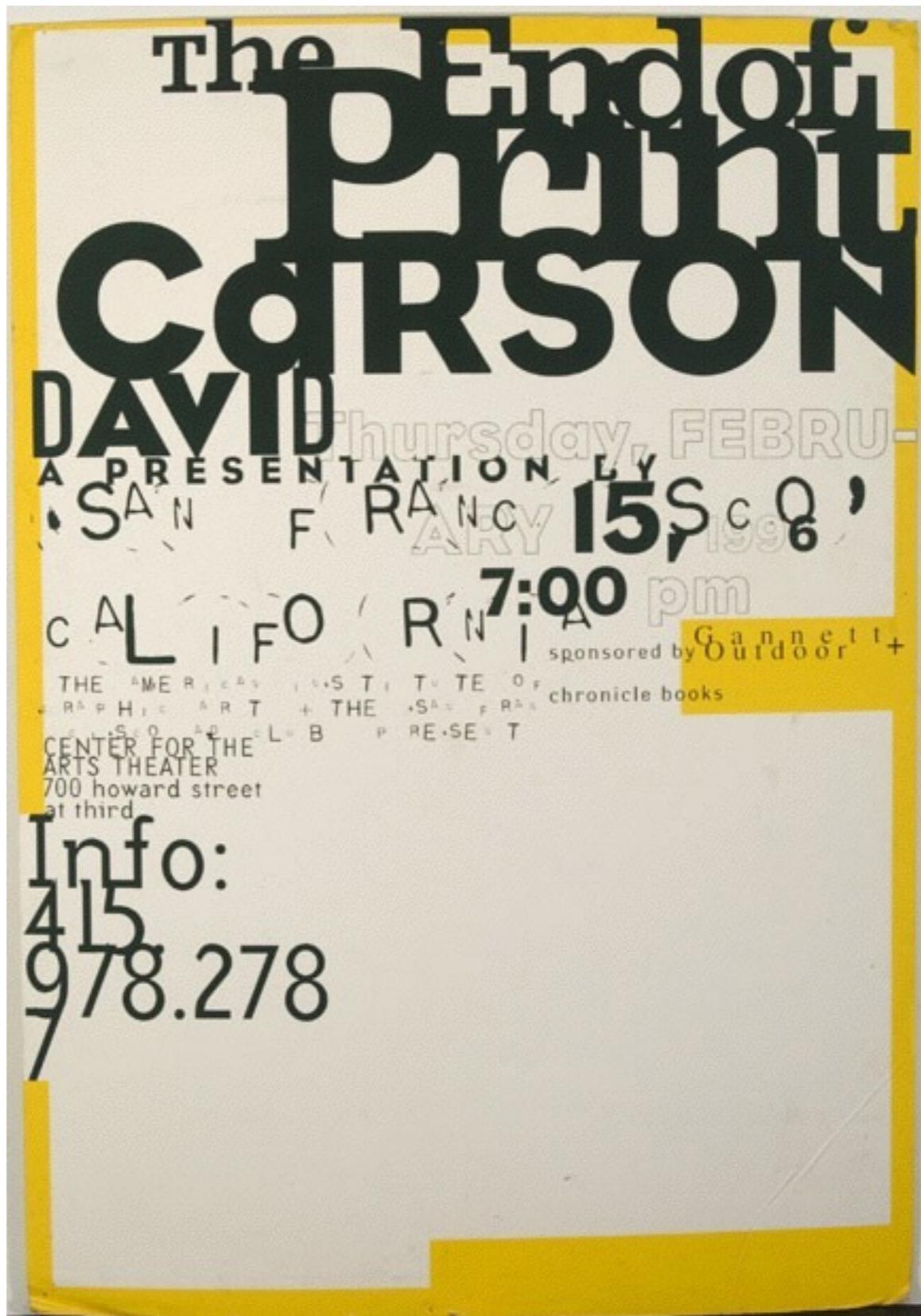


David Carson, 1997



Transitional System

Design with shifted bands and layers



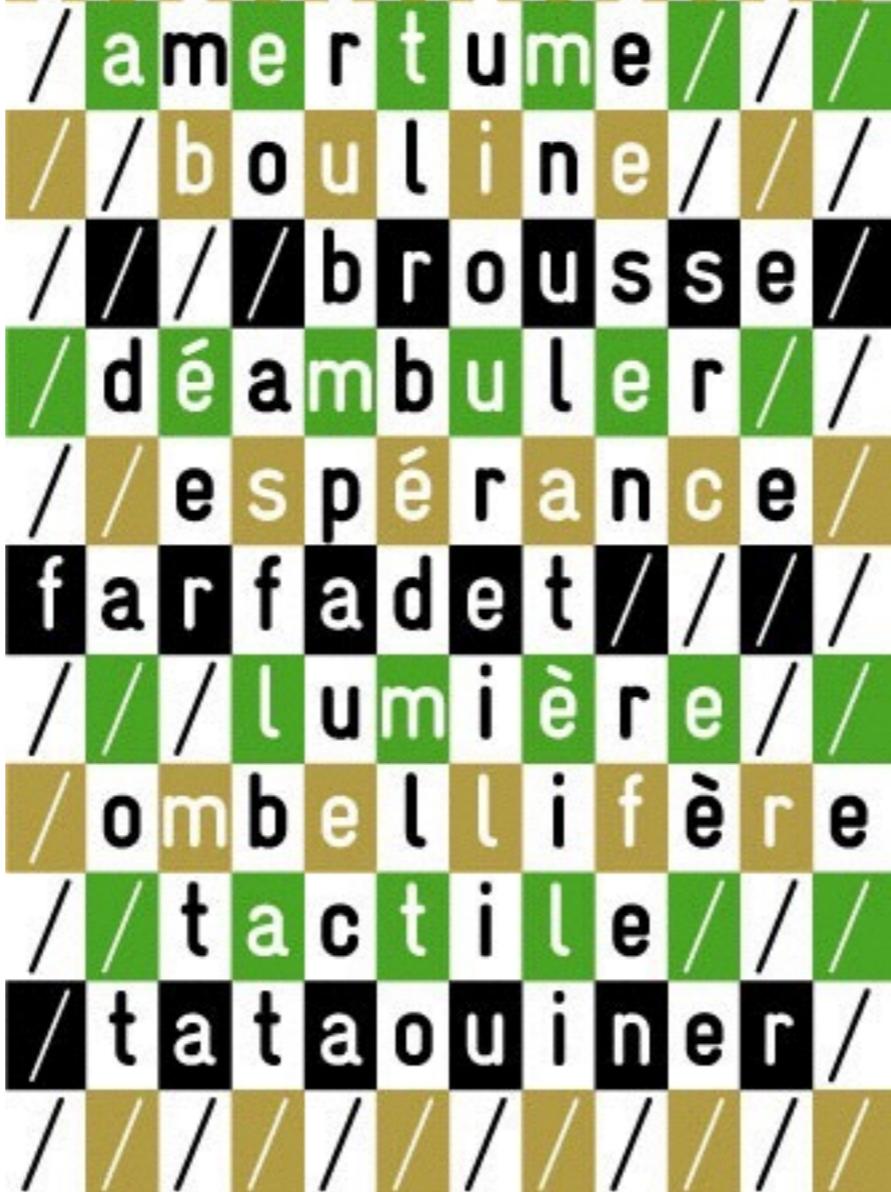
David Carson, 1996



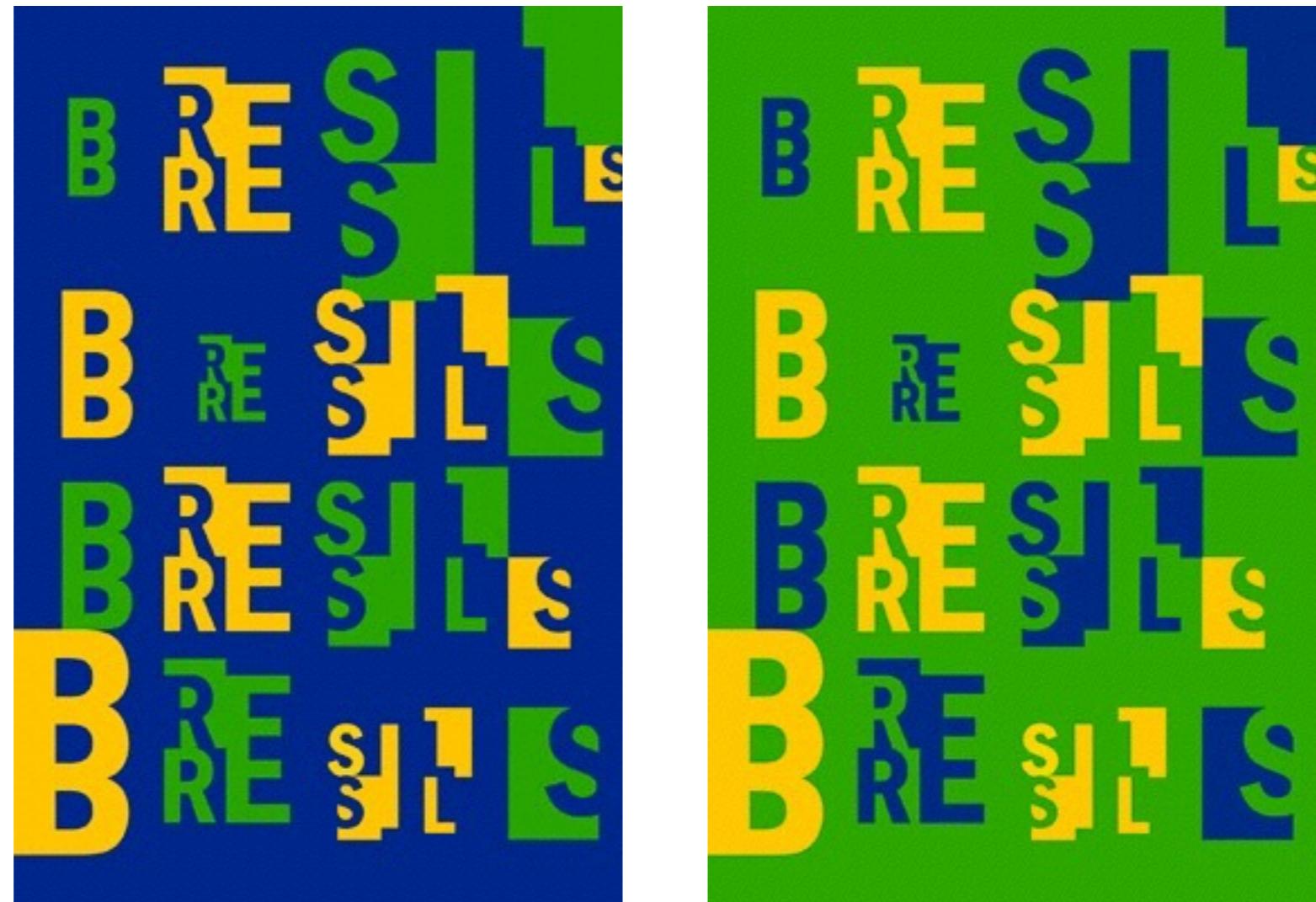
Modular System

Design in standardized units

13 - 20 MARS 2004
9E SEMAINE DE LA LANGUE FRANÇAISE
ET DE LA FRANCOPHONIE



Philippe Apeloig, 2004



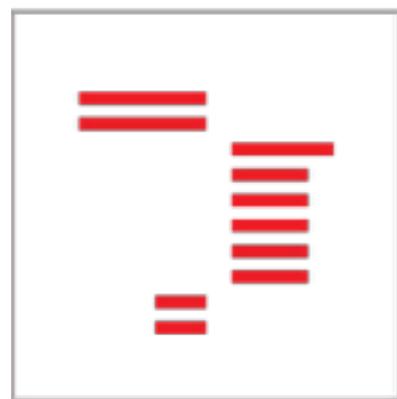
Philippe Apeloig, 2005



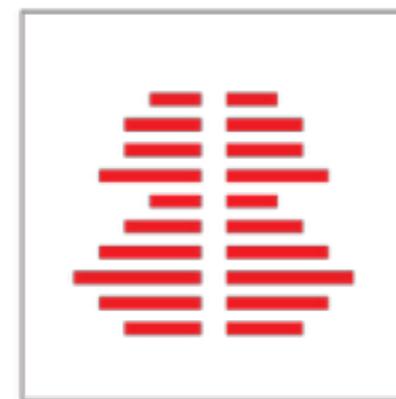
Bob van Djik, 1998

typographic systems

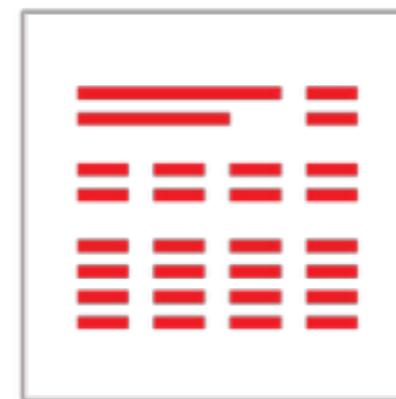
AXIAL



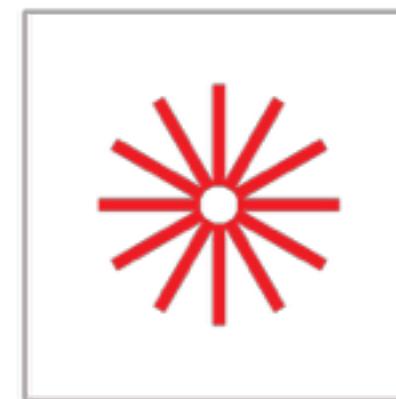
BILATERAL



GRID



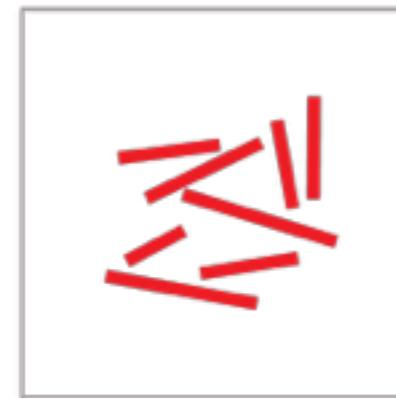
RADIAL



DILATATIONAL



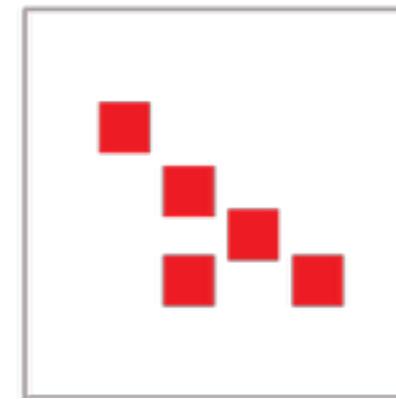
RANDOM

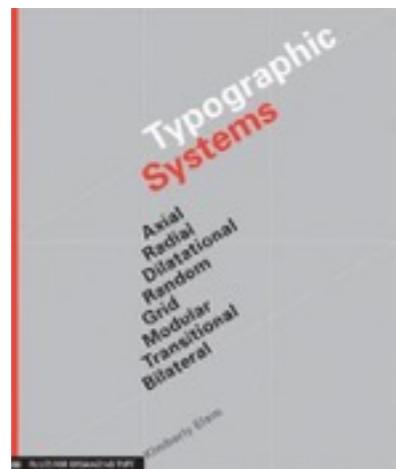


TRANSITIONAL



MODULAR





adapted from

Typographic Systems

Kimberly Elam