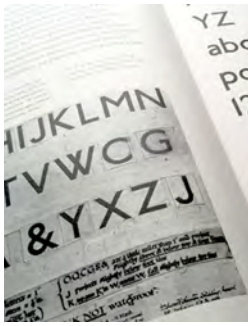
Project 02

A Survey of the History of the Western Alphabet

Research + Timeline + Mapping History Design



Design panels and display them in an accordian folded printed publication that showcase your knowledge of typography and the history of the development of the western alphabet. Design a time line with information about an assigned research topic. Explore typographic systems to represent the different levels of information the timeline communicates about.

Learning Outcomes

Identify, specify, and classify printing types and fonts of historical and cultural significance through the design, typesetting and publishing of a timeline about an era in typographic history.

Explain the significance of typographic history, with an emphasis on the ways in which typography, as a discipline, has been influenced by the economic, social and / or political conditions of a place and time.

Participate in rigorous research processes through the submission of annotated project bibliographies, and writing of final project content.

Develop group dynamics / leadership / and effective communications through critique and project reviews.

Become familiar with the history, purpose and intention of typographic form.

Develop the ability to present research in an effective manner while examining the mechanics of a timeline design.

Learn to position text within a modular grid and create variations in page layout in order to see the range of possibilities within a design system.

Design typographic systems [Paragraph styles, character styles] to create a visual hierarchy to present research about type history and the development of the western alphabet.

Design a timeline that is attractive, easy to navigate and engaging while considering readability and legibility in infographic design.
Discover how to establish a system of visual hierarchy so that the information is conveyed most effectively.

Survey of the History of Typography
A multi-paneled printed document that has been accordion folded will be produced. The content of research will be formatted using an overall system for the layout of the presentations. The system will consist of a basic layout built in InDesign and will be individually designed.

Systems for populating panels will be reviewed, adjustments made and an overall system decided on before the entire timeline is complete in as layout. The system you utilize will exemplify principles of effective page layout, the grid, visual hierarchy and control of white space.

A comprehensive study of the time period assigned will be produced. Dig deep and enjoy the process of designing a booklet that is inclusive of your research. The booklets will be designed to highlight the significance of the specified period in typographic history. The booklet will demonstrate an understanding of the ways in which typography, as a discipline, has been influenced by the economic, social

Methodology

Students will be responsible for researching a span of time in the history of typography. The timeline of Chapter One of the *Typography Design: Form + Communication* will serve as an excellent resource and guide to your to initiate your research. You will be assigned a the span of time but it must include at least 400 centuries. For example, 1500–1900. This is to give you a span of time to explore and investigate.

You will be responsible for preparing 20 panels that are inclusive of the research of your assigned time period. Your timeline will be designed using Adobe InDesign and will illustrate the significance of the specified period in typographic history.

The timelines will serve as infographics and will demonstrate an understanding of the ways in which typography, as a discipline, has been influenced by the economic, social and / or political conditions of a place and time.

Each student will be responsible for presenting the essential information for their assigned topic in a designed timeline.

Typogaphy is the focus of the contents of the designed timeline. Production of this design artifact will demonstrate that you have a solid understanding of the evolution of typography within your assigned timeframe.

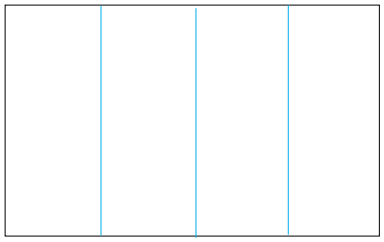
Questions from the contents of the timelines will be included in the Final Exam at the end of the semester and will be an assessment of your understanding of all the material covered in the presentation.

Submission of entries [5 minimum] in your annotated project bibliographies are required.

Not all cited research will take place on the internet. You may only use the internet to locate resources in print format and obtain a general idea of the topic to investigate. Find books and print materials to use. Get creative with your resources. Go beyond the Google search.

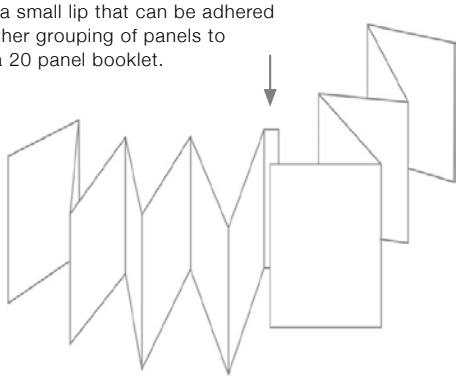
A comprehensive study of the time period assigned will be produced. The timelines will also present architectural styles, significant works of art, social and cultural influences as well as technological breakthroughs that contributed to the development of typography for the assigned time period.

Design 20
4 1/4"" X 11"
Panels



To begin with work in
11" X 17" Tabloid Format Document in InDesign
Divide the page into 4 equal parts.
Each part reprsents a panel.

Learn to adjust the printed panels to create a small lip that can be adhered to another grouping of panels to make a 20 panel booklet.



A 20 panel accordian fold will be produced. A focus for the research is to design a format to hold the historical information, facts, images, typographic specimens, culture, etc. Designing a system using a grid, setting styles and populating pages with the design of the system will be used in order to efficiently format and populate 20 panels.

The system for the design of the panels will consist of a grid based layout established using InDesign.

The panel design system will incorporate principles of effective page layout, the grid, visual hierarchy and control of white space.

Reference *Chapter 01: The Evolution of Typography* from your text book. Typography is an intensely visual form of communication. Because the visible language communicates thoughts and information through human sight, its history is presented in this chapter in chronological visual form in four timelines. This evolution is shown in the context of world events, architectural development, and art history.

Add to the assigned topics as you find bits of information that you would like to share and bring forward. What else can you include that is beyond what is listed in the timeline in the text book. How can you dive further into the design and research of what that timeline displays? What do you want to share that you discovered while researching the assigned time span in typographic history.

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"Typography is the evolution of the written word, and as such it participates in a history of visual communications extending thousands of years. The evolution that is presented here is the form of a timeline that traces a development from hand, to mechanical, to digital practice, in the context of world-historical and art-historical events."

study topics

typographic contrasts

structure and alignment

grouping and space repetition [unity/variety]

value and shades of gray [color], use of "color" to emphasize, use of "color" to organize content.

shape as a compositional element, [white space as shape]

scale / contrast

visual hierachy

visual grammer

readability vs. legibility

How can you organize research about the history of the western alphabet on a timeline and make it relevant, and beautiful?

Each timeline will include an adequate number of illustrations to support the key concepts. All references will be cited in a bibliography at the end pages of your presentation. Topics to be covered are listed under the time period assigned, however, you are not limited to these and additional topics are encouraged to be discovered.

A digital presentation of your process along with your printed final solutions will be produced. The content of your research will be formatted using a template for the layout of the presentations. The template will consist of a basic layout built in InDesign. The template will introduce you to principles of effective page layout, the grid, hierarchy and control of white space.

Each student will be required to include in their annotated bibliography at least 5 readings that pertain to the time period of their timeline design.

Write a short statement about the exercise, describing what you discovered about type classification and letterform anatomy.

Final presentations will be on Wednesday, March 27

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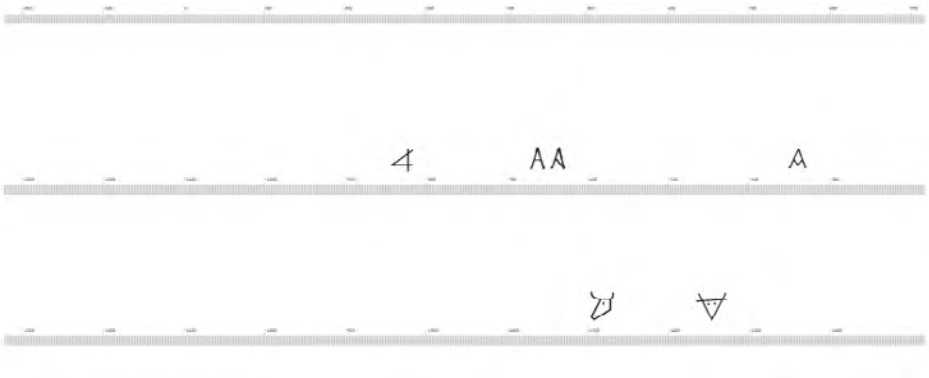
A 20 panel timeline will individually be designed and produced. The layout will incorporate principles of effective page layout, the grid, visual hierarchy and control of white space.

Reference *Chapter 01: The Evolution of Typography* from your text book. Typography is an intensely visual form of communication. Because the visible language communicates thoughts and information through human sight, its history is presented in this chapter in chronological visual form in four timelines. This evolution is shown in the context of world events, architectural development, and art history.

There are many things listed in the timeline that are not included in the assigned time period. Add a minimum of 5 additional topics that are not spelled out for you. Explore what was fashionable, or popular.



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Design Strategies

Begin by sketching and considering how to organize the information.

Use guidelines to divide the panel horizontally and vertically. Arrange bodies of text and images on the grid to design effective communications. Create panels that will accommodate the graphic elements accordingly.

Visualize the design of the timeline prior to working in InDesign by using thumbnail sketches to explore possible layout options. Use your textbooks as a guide.

Each student will create their own layout and typographic system, and then populate the 20 the panels using the same underlying grid.

Organize what you collect during the research process. Begin by gathering enough content to start designing a system with. Perhaps make an outline in a Google Doc, adding images and hyperlinks that you want to consider for contents.

Always cite your resources. Take note of URL's etc.

Create mock-up panels that demonstrate an understanding of visual hierarchy, lay-out, and designing with effective typographic systems to create a visual hierarchy.

Work in black and white only and then integrate a spare use of color. Typography must be in a shade of black at first. As your design system develops you will begin to integrate color.

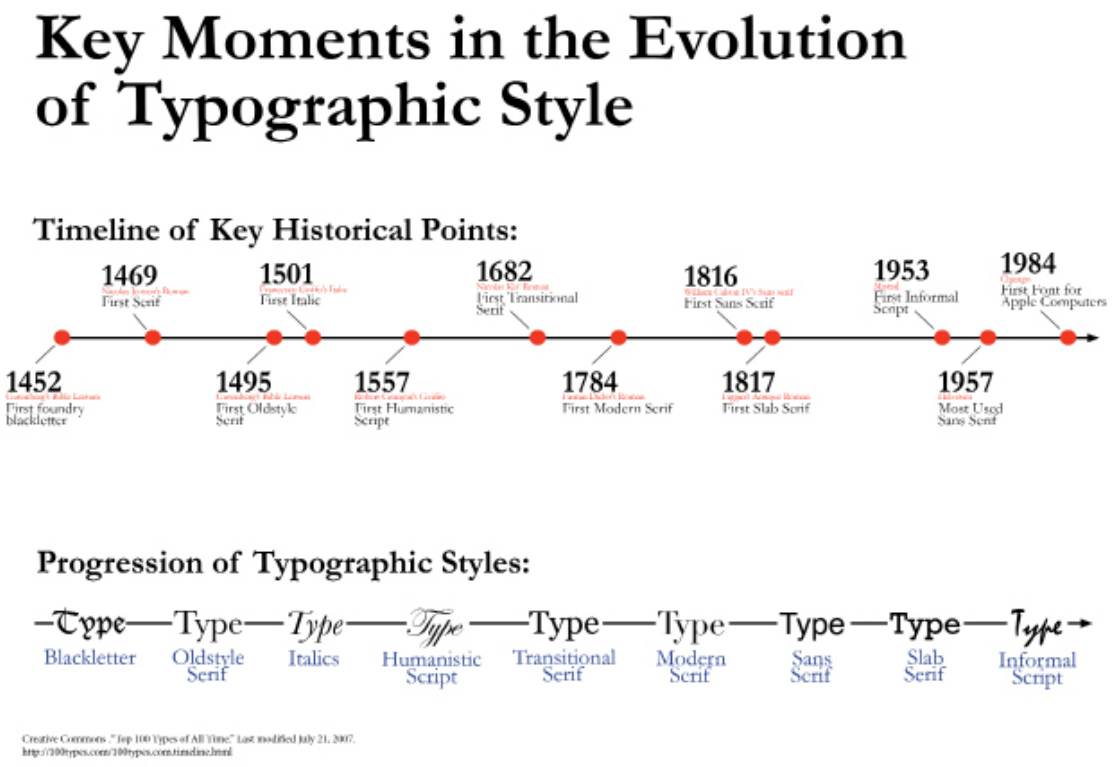
Images that you use may be in black and white and in color.

Gather some initial content and then begin the layout process by sketching out options and deciding on the typographic system and general layout, then populate that page with additional contents. I will demonstrate this in class.

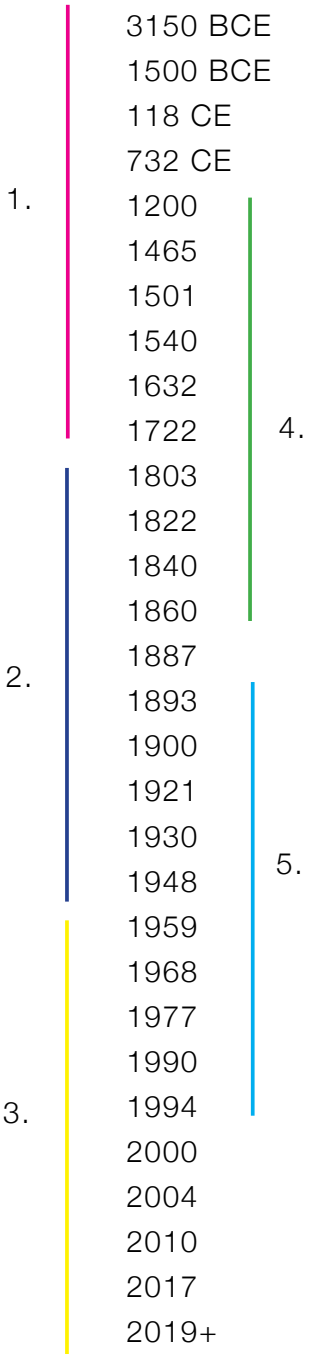
Use 1–2 of the following typefaces for the layouts. *Remember the variations!*

Helvetica	Baskerville	Bembo
Bodoni	Caslon	New Century Schoolbook
Clarendon	Didot	Franklin Gothic
Univers	Futura	Garamond
Gill Sans	Avant Garde Gothic	Avenir

Layouts for the panels of the timeline will be produced using an 11" X 17" tabloid page size in landscape format that is folded down to a series of panels. A grid will be established and applied on all of panels of the timeline design. *Note that a small "lip" will need to be at the end of the 4 - 5 panels and adhered to the other section of panels. I will demonstrate the engineering of this in class.*



Time Spans
5 sections to be assigned



Further topics for research

1. social and cultural influences

2. technological breakthroughs

3. architectural styles

4. works of art of the era

5. zeitgeist of the time

The above mentioned contributed to the development of typography for the assigned time period and will be addressed. Each booklet will include an adequate number of illustrations and captions to support the key concepts.

All references [image and text] will be cited in a bibliography and included as a separate document.

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A Survey of the History of the Western Alphabet

The Invention of Writing
3150 B.C–A.D. 1450
Cave paintings and primitive cultures, the first writing systems, Cuneiform, primitive writing systems, graphic communications in ancient Egypt, papyrus, pictograms [pictographs], The Book of the Dead of Tuthmosis III, heiroglyphic writing in papyrus, ideograms [ideographs], the transformation of art to writing, the Chinese contribution [movable type, paper, Chinese system of characters, the Grecian system [greek alphabet], the Phoenician alphabet, Capitalis quadrata, parchment paper, early Gothic lettering, Pompeii, Stonehedge, wood-block printing, the Medieval manuscript, Majiscule Letters, Caroline Minuscules, Uncials, Gothic Textura, Capitalis Quadrata, Textura, the late Gothic style, Roman Rustic writing, Byzantine school. What is the zeitgeist of the time? ie. Architecture, music and art.... + 5 minimum from your research

The Invention of Printing
A.D. 1450–1800
The Anatomy of a Letterform, Incuncabula, The “Blackletter”, Movable type: Johann Gutenberg, The Mainz Psalter, The German Illustrated Book, The Nuremburg Chronicles, Susanne Muerer, Albrecht Durer. What is the zeitgeist of the time? Roman Typefaces, William Caxton, Claude Garamond, Nicolas Jenson / Adobe Jenson, Johann Fust, and Peter Shoffer, Francesco Griffo, Aldus Manutius, Jean Jannon, paper production and book binding. What is the zeitgeist of the time? i.e. Architecture, music and art.... + 5 minimum from your research

An Era of Typographic Geniuses
late 1700’s–1800
The Enlightenment, The Renaissance and Graphic Design, Louis Simonneau, Philippe Grandjean, Pierre Simon Fournier le Jeune, William Caslon, Robert Clee, John Pine, John Baskerville, Louis Rene Luce, Jean Joseph Barbou, Giambattista Bodoni, Firmin Didot, Hermann Berthold, Geofroy Tory and Humanist design, Engraved Letters, George Bickham, Printing technologies of this era. What is the zeitgeist of the time? + 5 minimum from your research.

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The Nineteenth Century and the Industrial Revolution
A.D. 1800–1900
Letter Typography for an Industrial Age, the Explosion of Advertising, the first photographic printing plate, Robert Thorne, Vincent Figgins, William Caslon IV, Manual Tipographico, Frederick Koening, Condensed and Extra Condensed, Slab Serif. Thomas Jefferson, Rob Roy Kelly, Fat Face, Wood and Sharwoods, ornamental type, chromalithography, Ottmar Mergenthaler, Tolbert Lanston, Burt Thomas, William Morris' Kelmscott Press, The Lumiére brothers, Art Nouveau, Frederick Goudy and Bruce Rogers. What is the zeitgeist of the time? + 5 minimum from your research.

The late 19th century and the early years of the 20th century
A.D. 1850–1960's
William Morris, Arts and Crafts Movement, Edward Johnston: The Search for a Standard Alphabet, Le Corbusier and the grid, Piet Mondrian, De Stijl, Vilmos Husza: the Dutch avant-garde journal, Theo van Doesburg, Stanley Morrison. Eric Gill, Type and the avant-garde artists of the early twentieth century: Jan Tschichold, Piet Zwart, El Lissitzky, John Heartfield, Filippo Marinetti, Adolf Hitler and the Nazi Party (NSDAP), The Weimar Republic. Herbert Bayer and the Bauhaus, Alexei Brodovitch, Russian Constructivist, Paul Renner and Futura, Josef Müller Brockmann, Cubism, Suprematism and Futurism, Vladimir Tatlin is often hailed as the father of Constructivism. A contemporary of the Suprematist Kazimir Malevich, he had collaborated on the preceding Cubo-Futurist movement. What is the zeitgeist of the time? + 5 minimum from your research.

The late 20th Century
A.D. 1960–1990
Typography and the road sign, The Basel School of Design, Armin Hoffman, Saul Bass, Paul Rand, Herb Lubalin, Wolfgang Weingart, Karl Gerstner, Gerald Holton, Emil Ruder, Lance Wyman. Chartpak, Linotype, other type foundries of the time. Black Panther Party Newspaper, The Chicago Seed, The Oracle and other underground newspapers from the 60's. Wim Crouwel, Lo-Res family, designed by Rudy Vanderlans and Zuzana Licko for Émigré, 1985, other type foundries of the time, Philippe Apeloig, Neville Brody, The Rise of Digital Communication, The Digital Revolution, PostScript, Pixel Based Fonts. What is the zeitgeist of the time? + 5 minimum from your research.

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The early 90's to the present

A.D. 1990–2004

Digital Design Tools, Deconstruction and Typography, Barry Deck's typeface Template Gothic, Emigre Fonts, Rudy Vanderlans, Cranbrook Academy of Art, P. Scott Makela, Uwe Loesch, Lars Muller, Jonathan Barnbrook. Typographic Innovation: Stephan Sagemeister, Matthew Carter, David Carson, Martin Venezky, Rick Poynor, Hoefler & Frere Jones, Lucille Tenezas, Louise Filli, Ellen Lupton, Jereme Mende, Jennifer Sterling, Denise Gonzales Crisp, Steven Heller, Jennifer Morla, Kit Hinrichs, Rob Forbes, Louise Sandhaus, Meredith Davis, Ellen Lupton, Ksenya Samarskaya. What is the zeitgeist of the time? + 5 minimum from your research.

The 21st Century and Typogaphy

A. D. 2005 – 2017

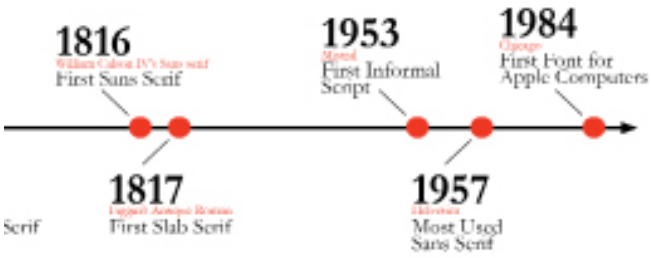
Web Safe Fonts, Type and the Internet [CSS + html etc.] Cell Phones, hand-held video games, iPhone, iPad, hand held devices. What is happening today with typography? Christopher Simmons, Design + Change. Helvetica the documentary. What does it mean to publish? Typography today? Typotalks, AIGA and Typography, Design Observer and Typography, Experimental JetSet, Contemporary designers, ie. Beyoung Choi Farzad Saeedi and other recognized designers that are not American. Top schools for education in typography in the world, California College of the Arts, Cal Arts, Responsive Typography and the web. Google Fonts. Free Downloadable Fonts, Adobe Type Kit. Type Wolf, Jessica Hische & hand lettering and the latest trends, 108 and other street artists, Christopher Wool, tattoos and typography, Type in motion, Type as title graphics, Typography and AR, VR. Typography and social media [Giphy, Meme, Avatar] the future of typography. What is the zeitgeist of the time? + 5 minimum from your research.

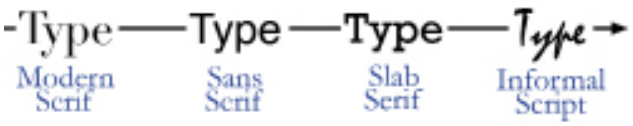
Key Moments in the Evolution of Typographic Style

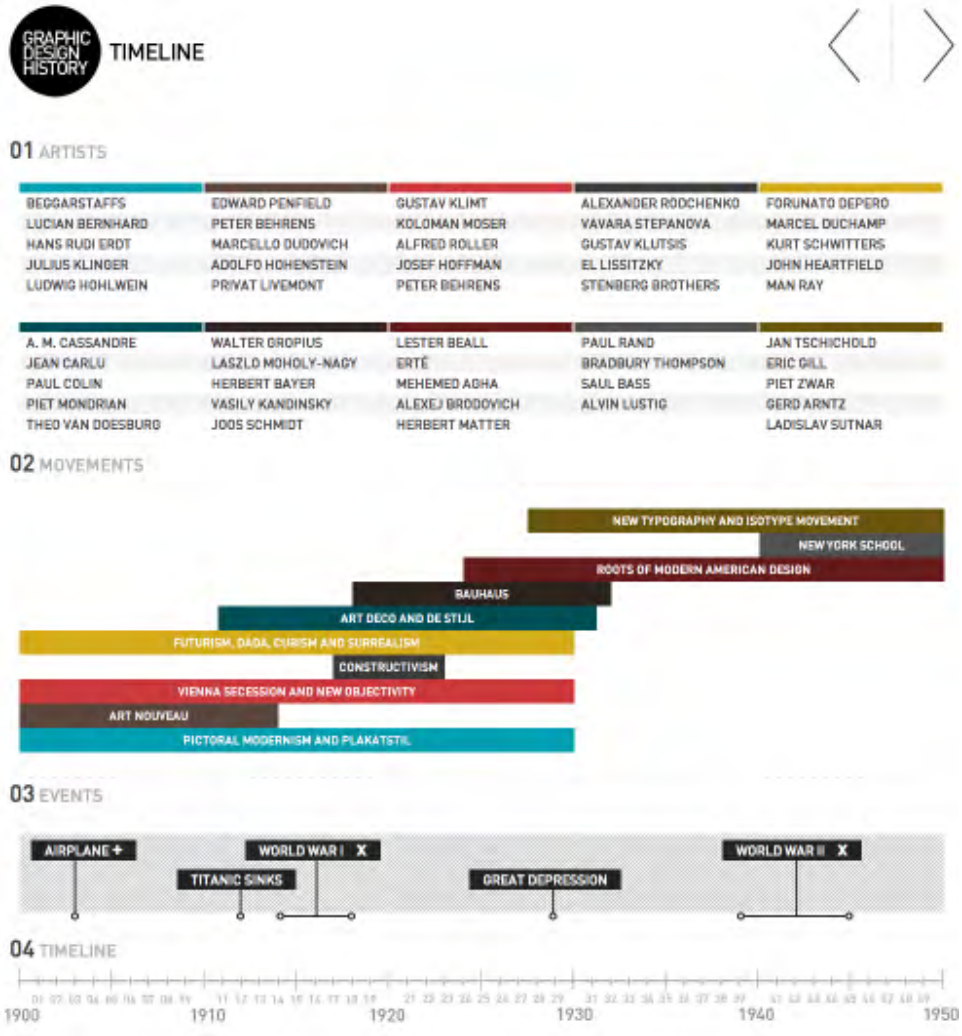
Timeline of Key Historical Points:

Progression of Typographic Styles:

Creative Commons. "Top 100 Types of All Time." Last modified July 21, 2007.
http://100types.com/100types.com.tmdinc.html







http://gdh.2rsolutions.cz/

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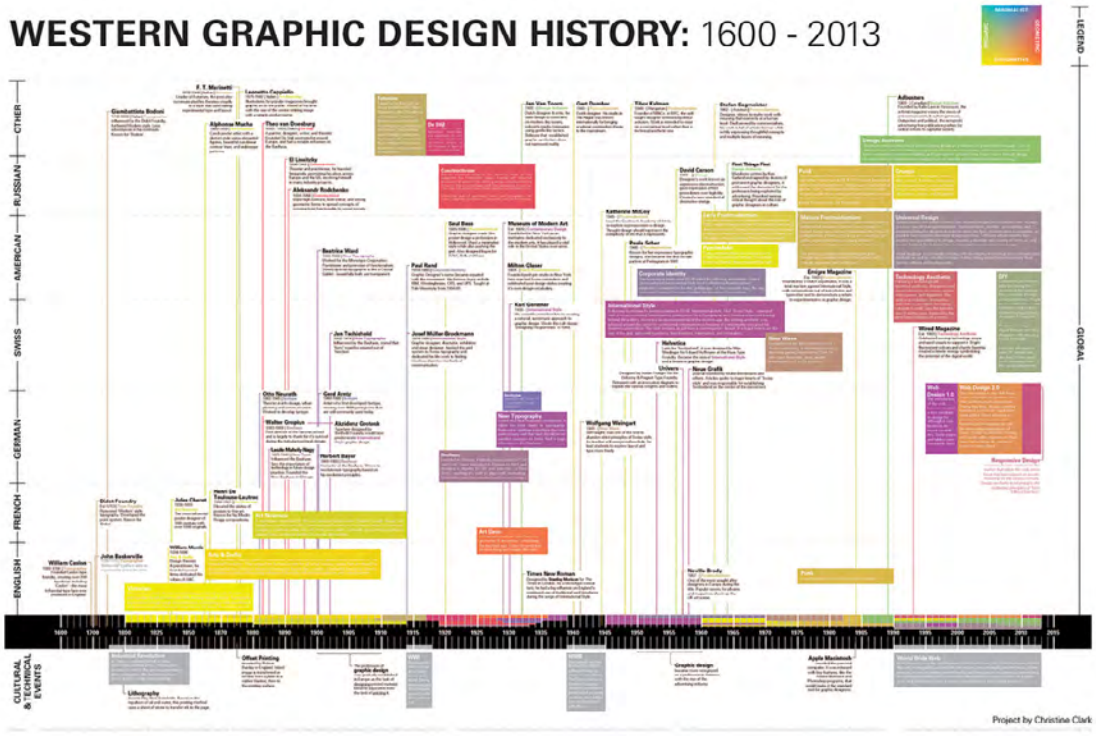

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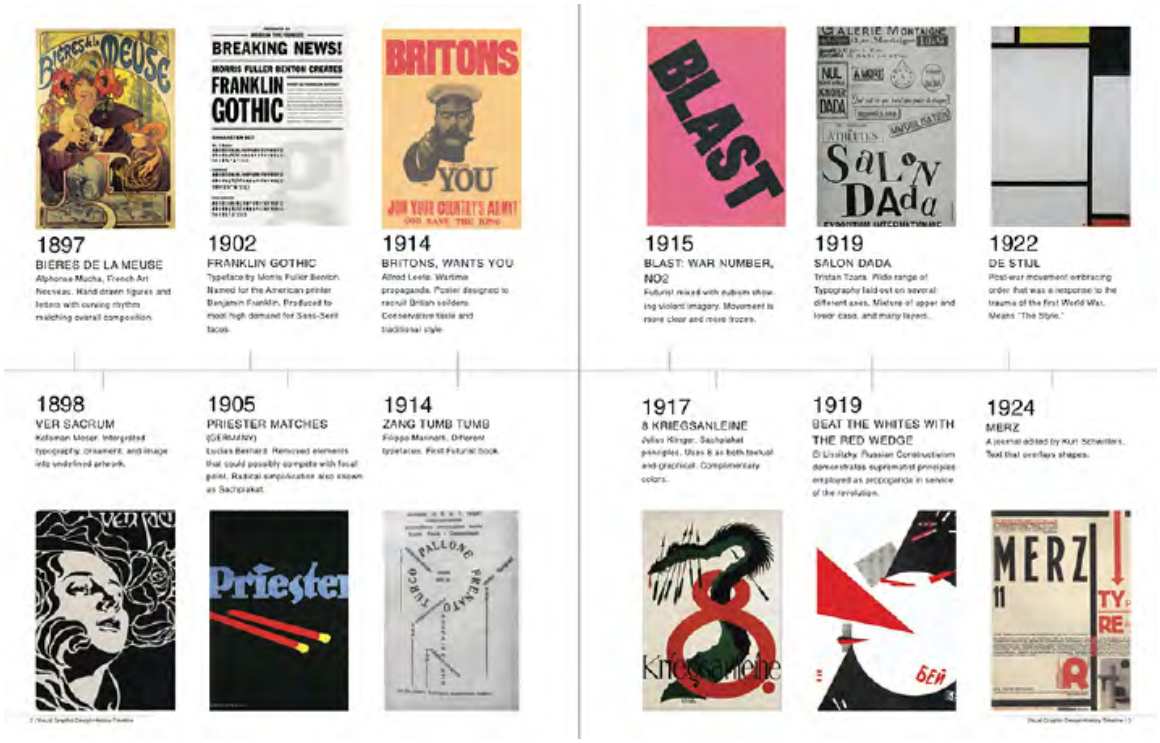

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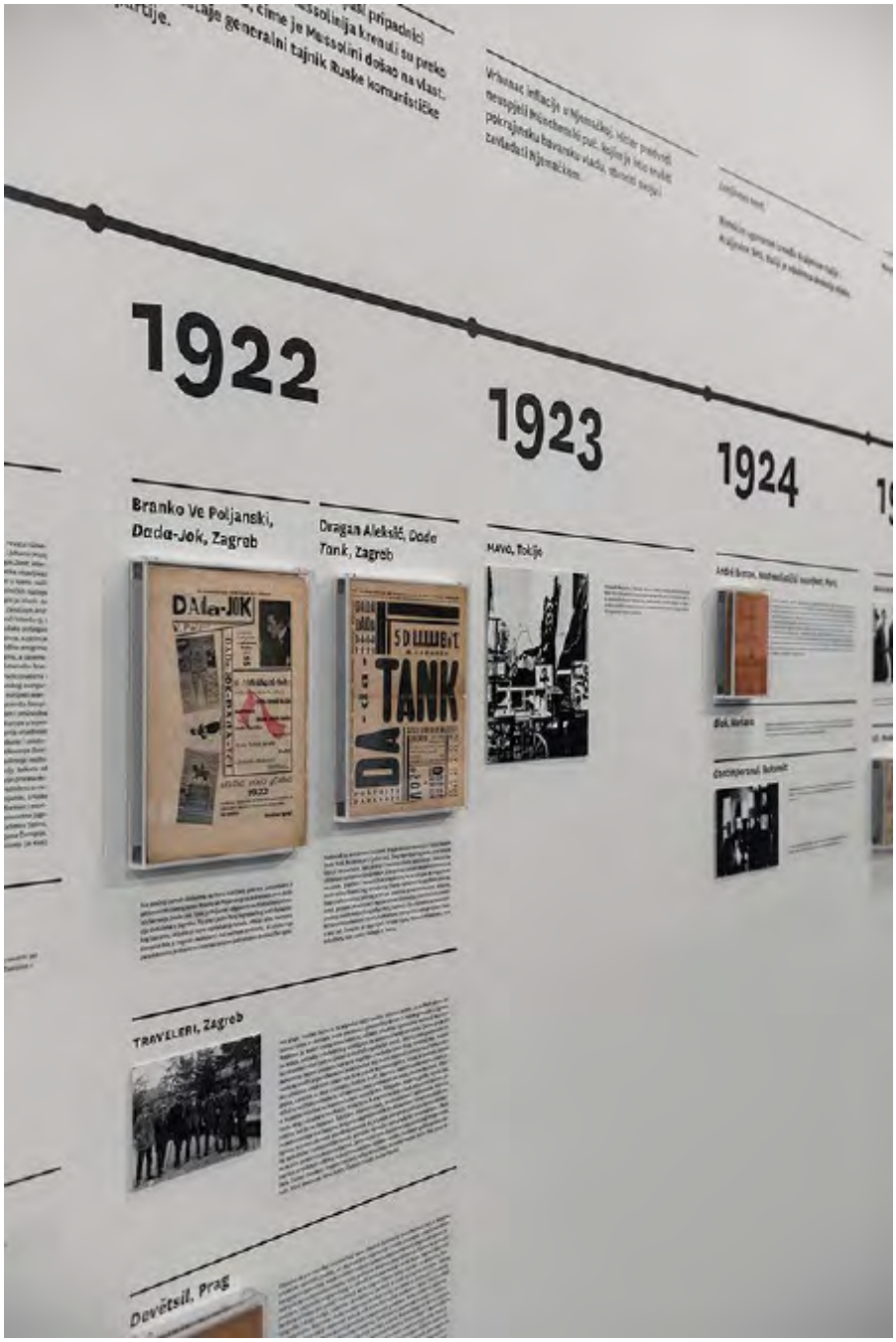

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