

Project 01

A Survey of the History of Typography

Research + Design Presentations

Learning Outcomes

Identify, specify, and classify printing types and fonts of historical and cultural significance through completion of a final exam on typographic history.

Explain the significance of typographic history, with an emphasis on learning the ways in which typography, as a discipline, has been influenced by the economic, social and / or political conditions of a place and time, through participation in group research and presentation, submission of annotated project bibliographies, and writing of final project content.

Develop group dynamics / leadership / and effective communications. Become familiar with the history, purpose and intention of typographic form.

Develop the ability to present research in an effective manner.

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.

Survey of the History of Typography

Group Presentations

Students will be working in small groups or pairs for this project. Each group will be responsible for researching an assigned period of time in the history of typography. Groups will be responsible for preparing a short presentation that is inclusive of their research. Presentations will be designed to illustrate the significance of the specified period in typographic history. Presentations 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 to the class. The presentation will demonstrate their understanding of the evolution of typography.

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Questions from the presentations 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.

All cited research will take place outside of the internet. You may only use the internet to locate resources in print format and obtain a general idea of the topic to investigate.

A comprehensive study of the time period assigned will be produced. Each group will discuss **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. Each presentation 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 20-30 minute digital presentation with visual examples 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, heirarchy 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 groups presentation.

Final presentations will be on Monday, 09/24 and Wednesday, 09/26.

Plan the content

Beginning

Introduce yourself and the others who are doing the presentation

Explain and put up the main points you will cover (e.g. as bullet-points)

Middle

Go through your points logically and in sequence providing illustrations that support your content.

End

Summarize
Give a conclusion

Questions

The Evolution of Typography

Group 1 The Invention of Writing

3150 B.C - A.D. 1450

graphic communications in ancient Egypt, papyrus, the Chinese contribution, the Phoenician alphabet, Capitalis quadrata, parchment paper
the Medieval manuscript, Majicule Letters, Caroline Minuscules, Gothic Textura Quadrata, or Textura, the late Gothic style, Roman Rustic writing

Group 2 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, 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

Group 3 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, Geoffroy Tory and Humanist design, Engraved Letters, George Bickham, Printing technologies of this era

Group 4

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*, Condensed and Extra Condensed, Slab Serif, Rob Roy Kelly, Fat Face, Wood and Sharwoods, ornamental type, chromolithography, Ottmar Mergenthaler, Tolbert Lanston, William Morris' Kelmscott Press, The Lumière brothers, Art Nouveau, Frederick Goudy and Bruce Rogers

**Group 5 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, 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, John Heartfield, Filippo Marinetti, Herbert Bayer and the Bauhaus, Alexei Brodovitch, Russian Constructivist, Paul Renner and Futura, Josef Müller Brockmann.

**Group 6 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, Wim Crowel, Lo-Res family, designed by Zuzana Licko for *Émigré*, 1985. Philippe Apeloig, Neville Brody, The Rise of Digital Communication, PostScript, Pixel Based Fonts

**Group 7 The early 90's to the present
A.D. 1990-the present**

Digital Design Tools, Deconstruction and Typography, Barry Deck's typeface Template Gothic, Emigre Fonts, Rudy Vanderlans, Cranbrook Academy of Art, P. Scott Makela, Typographic Innovation: Stephan Sagemeister, Matthew Carter, David Carson, Martin Venezky, Rick Poynor, Hoefler & Frere Jones, Web Safe Fonts, Type and the Internet, Cell Phones, hand held video games, iPhone, iPad. What is happening today with typography? What does it mean to publish?