

Typography / 41231

ART 205 - 03

University of San Francisco

Art + Architecture

3:00 pm - 5:45 pm

Mondays and Wednesdays

XARTS 006

http://stacyasher.com/typography_2011.html

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Taylor Armstrong Strikes Agreement With Russell's Parents



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Gavin DeGraw – Looking Good, But Still Recovering from...

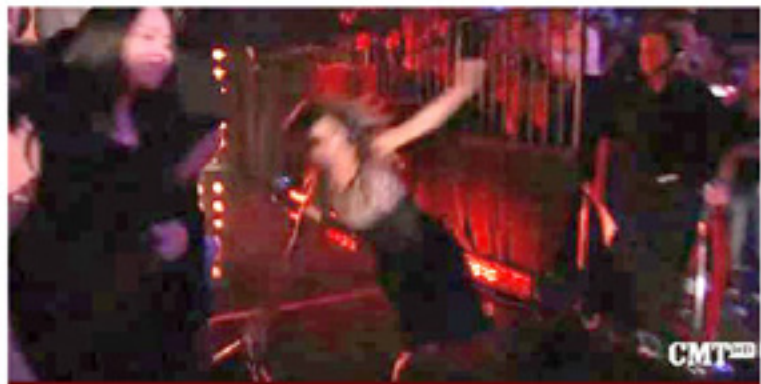


Home > Shania Twain > Music > Awards / Awards Shows > Nurse!

6/9/2011 7:00 AM PDT BY TMZ STAFF

Shania Twain FALLS HARD At The CMT Awards

... and DOWN goes Shania!!!



After the fall, Shania Twain posted a video on her website ... saying, "I'm here to tell you that I now realize I don't need a stunt double ... to wipe out on my way to the CMT

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OR TYPE HERE...



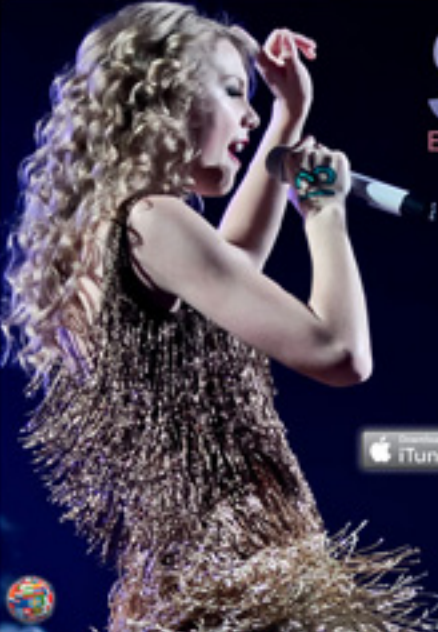
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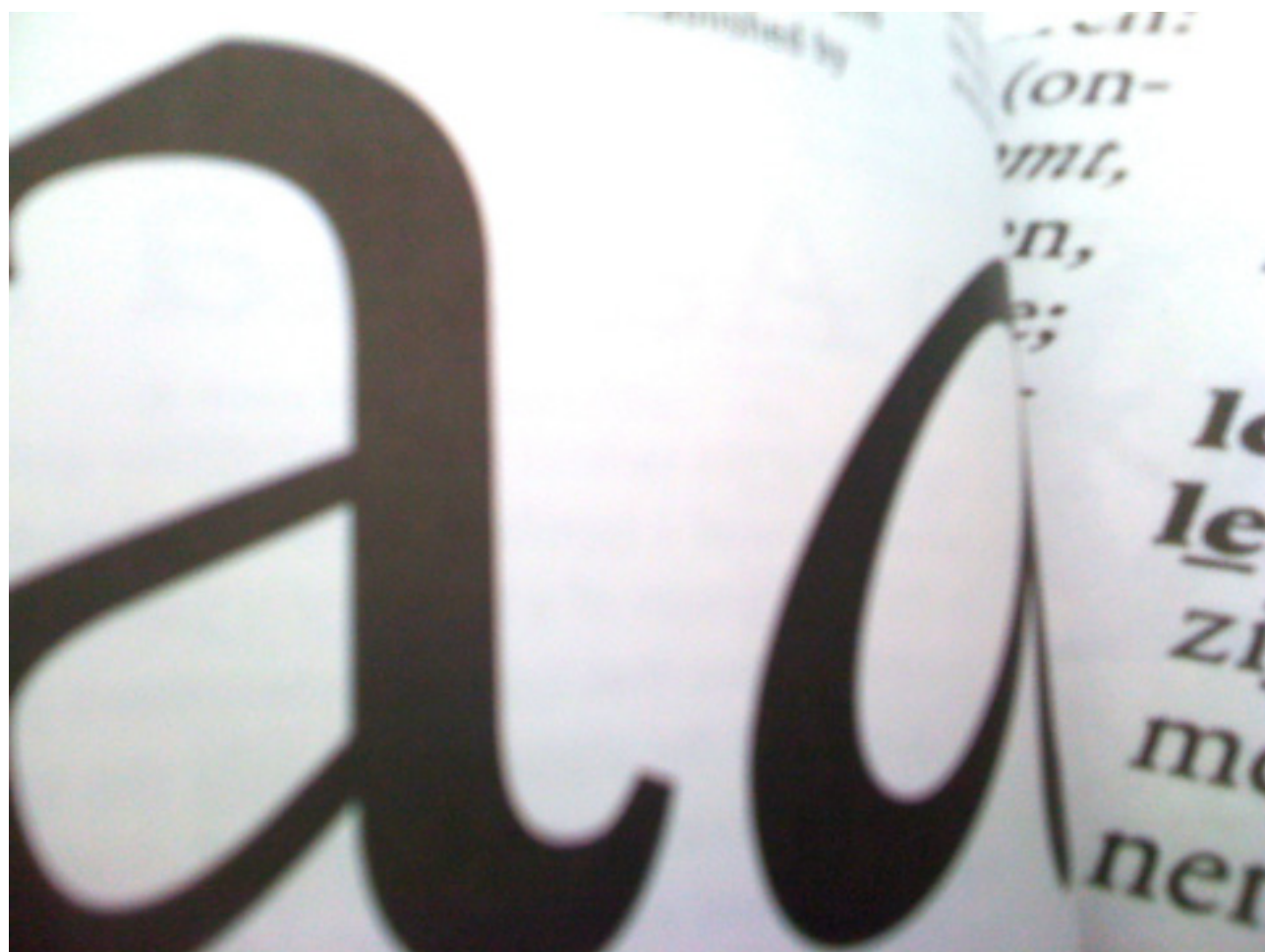
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SPARKS FLY VIDEO
TAYLOR WINS 6 TEEN CHOICE AWARDS!
TAYLOR ON HAMISH & ANDY

What is typography?





Why study typography?



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Wie bei jeder Kunst bedarf es Reglement und Übung.
Nicht nur Talent, sondern auch Fleiß und die Liebe des
Werkes bringet einen tüchtigen Künstler hervor!

Dramatic difference between
thick and thin strokes

Deutsch

Diagonal, thin serifs
on lower case letters.

Latin script (Fraktur variant)

Type Alphabet

Languages European languages

Time period 12th century – 1946

Parent systems / Latin script

Carolingian minuscule

Latin script (Fraktur variant)

Child systems / Fraktur¹, Kurrentschrift, including Sütterlin / Fraktur and black letter are sometimes used interchangeably.

Blackletter, also known as Gothic script or Gothic minuscule, was a script used throughout Western Europe from approximately 1150 to well into the 17th century. It continued to be used for the German language until the 20th century. Fraktur is a notable script of this type, and sometimes the entire group of faces is known as Fraktur. Blackletter is sometimes called Old English, but it is not to be confused with the Old English language, despite the popular, though mistaken, belief that the language was written with blackletter. The Old English (or Anglo-Saxon) language predates black letter by many centuries, and was itself written in the insular script.

Digital Blackletter

resurrection and revolution

by Paul Brown

Blackletter was given a new lease on life in the early 1980s, when digital typesetting was introduced to the desktop. From the late 1940s to the early 1970s, the computer revolution in typesetting had largely been the domain of commercial printers. But the introduction of desktop publishing software in the mid-1970s and the rise of personal computers in the early 1980s opened the door to a new era of digital typesetting. The result was a new breed of digital typesetter, one who was not only technically skilled but also artistically minded.

Between 1980 and 1990 there were only three real Blackletter typefaces designed in Germany. These three Blackletter typefaces were based on the traditional German Blackletter type. The success has been not only in the number of new Blackletter typefaces designed but also in the quality of the design. The result was a new breed of digital typesetter, one who was not only technically skilled but also artistically minded.

Blackletter, like all other typefaces, was not designed to be used in all environments. There are many different Blackletter typefaces, each with its own unique characteristics. Some are designed for use in formal settings, while others are more suited to casual or decorative uses. The result was a new breed of digital typesetter, one who was not only technically skilled but also artistically minded.

What is graphic design?

[Top Web Results for "graphic design"](#)

2 results for: *graphic design*

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Dictionary.com Unabridged (v 1.0.1) - [Cite This Source](#) **new!**

graphic design

the art or profession of visual communication that combines images, words, and ideas to convey information to an audience, esp. to produce a specific effect.

Dictionary.com Unabridged (v 1.0.1)

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American Heritage Dictionary - [Cite This Source](#) **new!**

graphic design

n.

The practice or profession of designing print or electronic forms of visual information, as for an advertisement, publication, or website.

graphic designer *n.*

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The American Heritage® Dictionary of the English Language, Fourth Edition

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graphic [**graf-ik**] [Pronunciation Key](#) - [Show IPA Pronunciation](#)

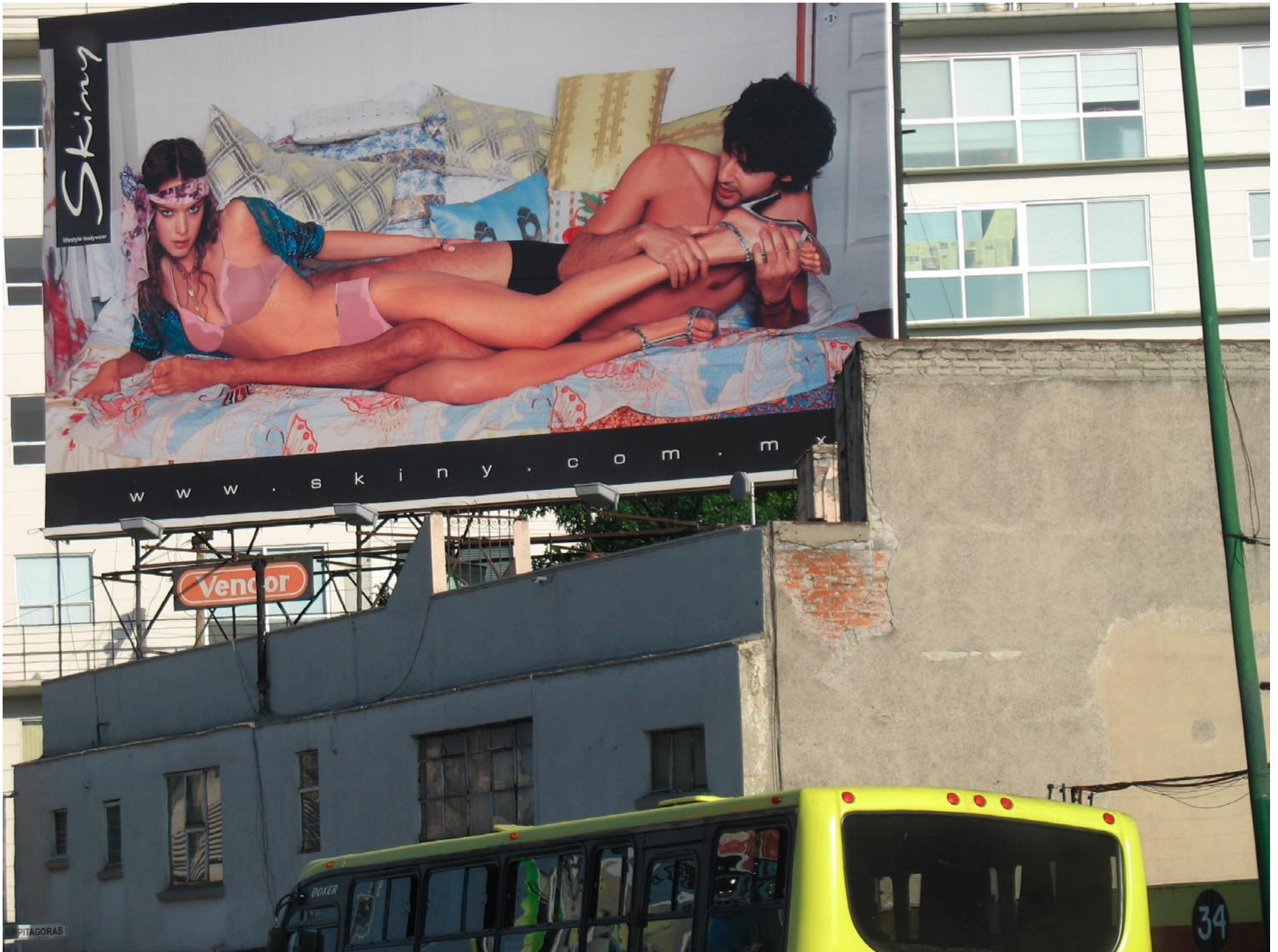
-adjective Also, **graph·i·cal**.

1. giving a clear and effective picture; vivid: *a graphic account of an earthquake*.
2. pertaining to the use of diagrams, graphs, mathematical curves, or the like; diagrammatic.
3. of, pertaining to, or expressed by writing: *graphic symbols*.
4. written, inscribed, or drawn.
5. depicted in a realistic or vivid manner: *graphic sex and violence*.
6. containing graphic descriptions: *a graphic movie*.
7. *Geology*. (of a rock) having a texture formed by the intergrowth of certain minerals so as to resemble written characters.
8. *Mathematics*. pertaining to the determination of values, solution of problems, etc., by direct measurement on diagrams instead of by ordinary calculations.
9. of or pertaining to the graphic arts.

-noun

10. a product of the graphic arts, as a drawing or print.
11. a computer-generated image.

[Origin: 1630-40; < L *graphicus* of painting or drawing < Gk *graphikós* able to draw or paint, equiv. to *gráph(ein)* to draw, write + *-ikos* [-ic](#); c. [carve](#)]



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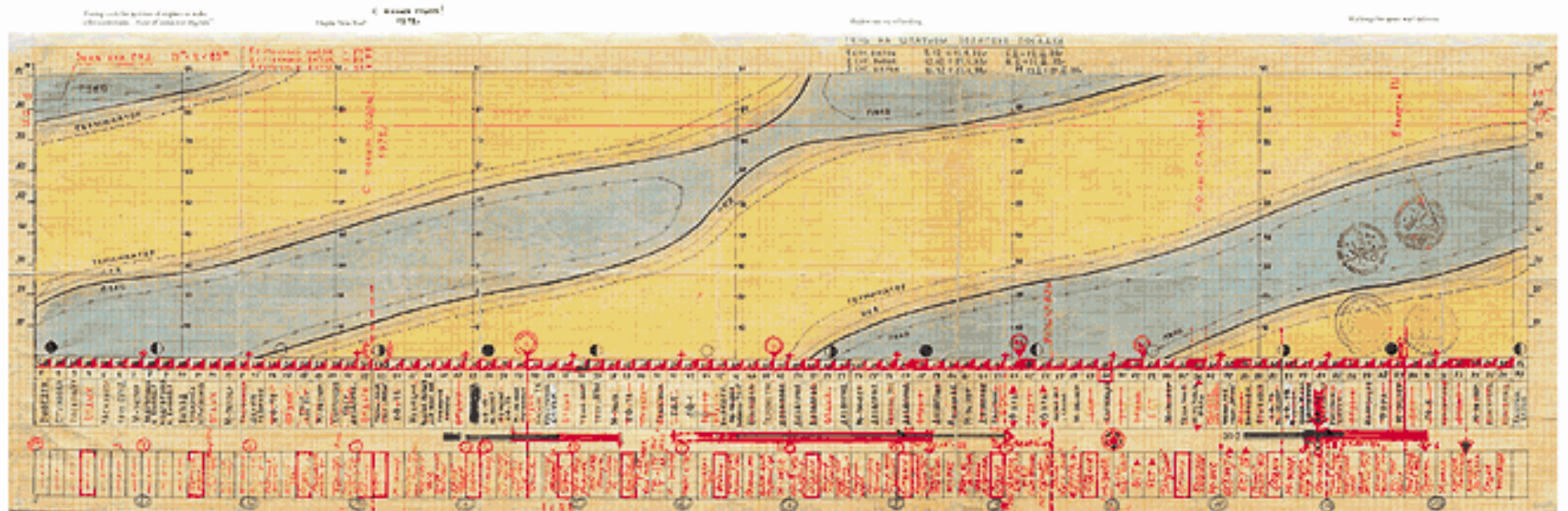
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34

PITAGORAS

THE HISTORIC *Salyut 6* CYCLOGRAM: INFORMATION DESIGN IN OUTER SPACE



1. **Launch** and **Station** are marked with a prominent square for time.

2. **Event** which is not the launch or the job which starts in the table indicates its time for duration.

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32. **Event** which is not the launch or the job which starts in the table indicates its time for duration.

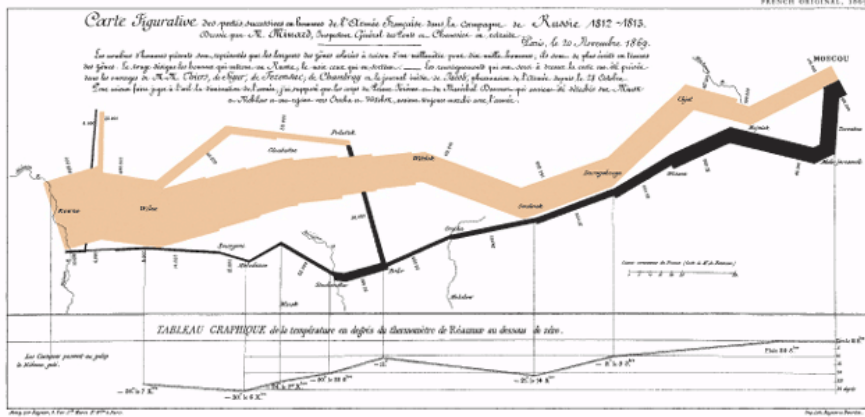
The event time is marked in pencil against common time scale in the bottom "cyclogram".

When the event is not the launch or the job which starts in the table indicates its time for duration.

part of the cyclogram was more legible than the other. The table is more comfortable in the

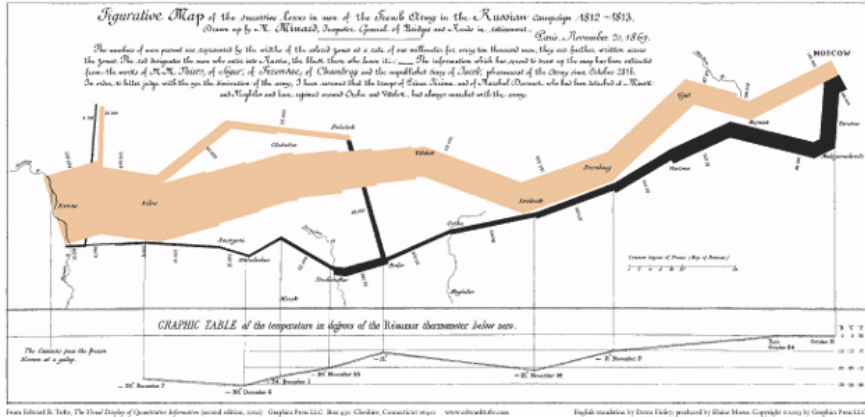
the common time scale of the common time scale in the bottom "cyclogram".

Losses of the French Army in the Russian Campaign 1812-1813, by Charles Joseph Minard



This clone of Charles Joseph Minard (1780-1870), the French engineer, shows the terrible fate of Napoleon's army in Russia. Described by E. J. Meeus as among the finest pieces of the history by its formal elegance, this combination of data map and line-art, drawn in 1819, portrays the devastating losses suffered in Napoleon's Russian campaign of 1812. Beginning at the left on the Polish-Russian border near the Niemen River, the thick band shows the size of the army (422,000 men) as it traveled through to June 1812. The width of the band indicates the size of the army at each place on the map. In September, the army reached Moscow, which was by then sacked and deserted, with 100,000 men. The path of Napoleon's retreat from Moscow is depicted by the darker, lower band, which is linked to a temperature scale and dates at the bottom of the chart.

It was a bitterly cold winter, and many froze on the march out of Russia. As the graphic shows, the crossing of the Berezina River was a disaster, and the army finally struggled back into Poland with only 10,000 men remaining. Also shown are the movements of auxiliary troops, as they sought to protect the rear and the flank of the advancing army. Minard's graphic, with a rich, coherent story with its intricate data, far more enlightening than just a single number hovering along over time. The variables are plotted on the size of the army, as location on a two-dimensional surface, direction of the army's movement, and temperature on various dates during the retreat from Moscow. Minard does not mention Napoleon, the point of the graphic is to memorialize the deaths of the soldiers. It may well be the best statistical graphic ever drawn.



From Edward R. Tufte, *The Visual Display of Quantitative Information* (second edition, 2001). Graphics from LIC. Run app: Charles, Creative Commons. www.edwardtufte.com
English translation by David Fisher, produced by Blake Moore. Copyright © 2001 by Graphics from LIC. For Minard's data sources and a biography of Minard, see www.edwardtufte.com

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GRAPHICAL INTELLIGENCE 23

But Fisher's circles, as early use of area to show magnitude, are not consistent with the principle, since the one-dimensional area (100 population) are represented by an area that measures 10000.

For two graphics that break on common should be correct, the principle. We certainly would not want to change the 10000 population.

From Edward R. Tufte, *The Visual Display of Quantitative Information* (second edition, 2001). Graphics from LIC. Run app: Charles, Creative Commons. www.edwardtufte.com



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Aug 21, 2006, 15:17 GMT

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Iran's Supreme Leader Ayatollah Ali Khamenei in Tehran, June 4, 2006. Khamenei said on Monday Iran would press ahead with its pursuit of nuclear energy, indicating it will not heed a U.N. demand it stop enriching uranium or face possible sanctions. REUTERS/Raheb Homavandi

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What is design?

7 results for: *design*

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de·sign [**di-zahyn**] [Pronunciation Key](#) - [Show IPA Pronunciation](#)

-verb (used with object)

1. to prepare the preliminary sketch or the plans for (a work to be executed), esp. to plan the form and structure of: *to design a new bridge.*
2. to plan and fashion artistically or skillfully.
3. to intend for a definite purpose: *a scholarship designed for foreign students.*
4. to form or conceive in the mind; contrive; plan: *The prisoner designed an intricate escape.*
5. to assign in thought or intention; purpose: *He designed to be a doctor.*
6. *Obsolete.* to mark out, as by a sign; indicate.

-verb (used without object)

7. to make drawings, preliminary sketches, or plans.
8. to plan and fashion the form and structure of an object, work of art, decorative scheme, etc.

-noun

9. an outline, sketch, or plan, as of the form and structure of a work of art, an edifice, or a machine to be executed or constructed.
10. organization or structure of formal elements in a work of art; composition.
11. the combination of details or features of a picture, building, etc.; the pattern or motif of artistic work: *the design on a bracelet.*
12. the art of designing: *a school of design.*
13. a plan or project: *a design for a new process.*
14. a plot or intrigue, esp. an underhand, deceitful, or treacherous one: *His political rivals formulated a design to unseat him.*
15. **designs**, a hostile or aggressive project or scheme having evil or selfish motives: *He had designs on his partner's stock.*
16. intention; purpose; end.
17. adaptation of means to a preconceived end.

[Origin: 1350-1400; ME *designen* < L *dēsīgnāre* to mark out. See [de-](#), [sign](#)]

—*Synonyms* 5. See [intend](#). 13. See [plan](#).

Dictionary.com Unabridged (v 1.0.1)

de·sign (dĭ-zīn') [Pronunciation Key](#)  

v. de·signed, de·sign·ing, de·signs

v. tr.

1. a. To conceive or fashion in the mind; invent: *design a good excuse for not attending the conference.*
b. To formulate a plan for; devise: *designed a marketing strategy for the new product.*
2. To plan out in systematic, usually graphic form: *design a building; design a computer program.*
3. To create or contrive for a particular purpose or effect: *a game designed to appeal to all ages.*
4. To have as a goal or purpose; intend.
5. To create or execute in an artistic or highly skilled manner.

v. intr.

1. To make or execute plans.
2. To have a goal or purpose in mind.
3. To create designs.

n.

1. a. A drawing or sketch.
b. A graphic representation, especially a detailed plan for construction or manufacture.
2. The purposeful or inventive arrangement of parts or details: *the aerodynamic design of an automobile; furniture of simple but elegant design.*
3. The art or practice of designing or making designs.
4. Something designed, especially a decorative or an artistic work.
5. An ornamental pattern. See Synonyms at [figure](#).
6. A basic scheme or pattern that affects and controls function or development: *the overall design of an epic poem.*
7. A plan; a project. See Synonyms at [plan](#).
8. a. A reasoned purpose; an intent: *It was her design to set up practice on her own as soon as she was qualified.*



number two

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number two

The stunts in this movie were performed by professionals, so neither you nor your dumb little buddies should attempt anything from this movie.

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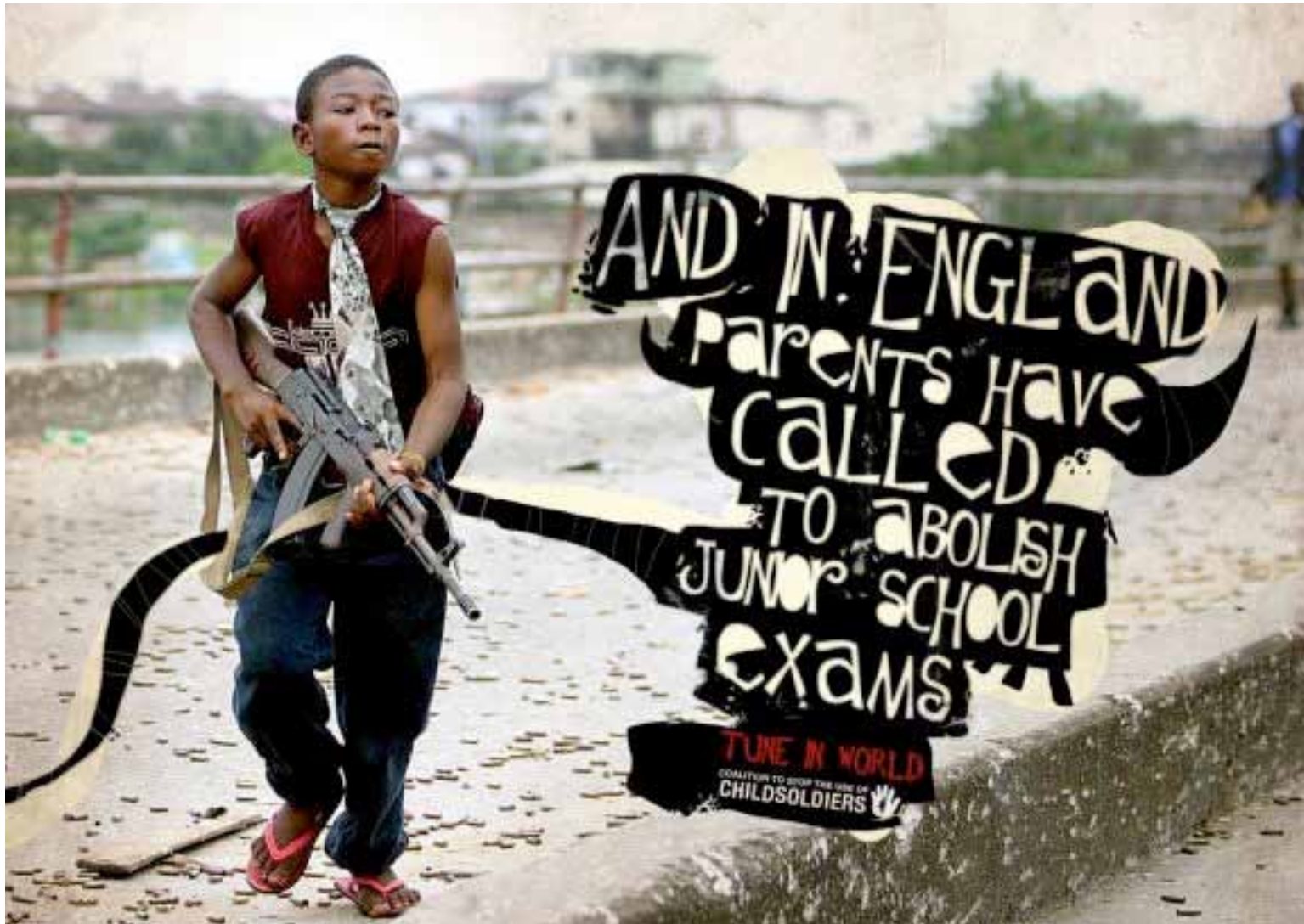
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solid oak
with an exquisitely
CRAFTED
rosetan crepe
interior.

Ideal for that
rather mellow

SIX
feet
under
feeling.



SUDDENLY
YOUR 3-BEDROOM
HAS
3 BEDROOMS.

pak-n-stor
OF THE WORLD'S BEST STORAGE SOLUTIONS





Map of the United States showing the distribution of words.



© 2004

What is the role of
typography?

CAMEL



SINCE 1913

EVEN longer LEAF
RICHER FLAVOR

good enough IS NEVER GOOD ENOUGH
www.camelsmokes.com/the-realdeal

ESTD



How can typography
be of service to
advertising?

24 HOUR
ATM

CLEARCHANNEL



TASTE THE COLD







What is service?

What is the
mission of USF?

What are the
core values of USF?

What is practice?

What is social?

What is social
practice?

How does
advertising relate to
the concept of
social practice?

words to associate

integrate

anthropology

editor

author

jesuit

author

jesuit

What is
the purpose?













What is the
message?



Clear Channel

real men wear gowns

Get the tests you need. For the people you love. Learn more at AHRQ.gov



The coupé's evil twin.





YOU
ARE
HERE

Where is your family?

Make an emergency plan at ready.gov

CBS

Broadway



The coupe's evil twin.

The first-ever X6 Sports Activity Coupe

buyers.bmw.com



EXIS



NEALS

Write your own
message?







CLEAR CHANNEL

A Reliable Voice in the Community
Oakland • Berkeley • Richmond

GLOBE

"We're Getting Results"

The Bay Area Black United Fund

GlobeNewsPapers.com • 510-297-4412

CLEAR CHANNEL

002195

CLEAR CHANNEL



play the best.

CACHE CREEK
CASINO RESORT

002193

CLEAR CHANNEL

She
is thinking
he is her
boyfriend.



He
is thinking
how much
money he's
going to make
off her tonight.

Stop the exploitation.
Call 1-888-5 SEM RISE

002186

Someone's child. Everyone's issue.
SEMNetwork
Sexually Exploited Minors Network







SUBWAY
Black Forest Ham
FOOTLONG FOR **\$5**

The billboard features the Subway logo in its signature yellow and green font. Below the logo, the text "Black Forest Ham" is written in a large, bold, green font. Underneath that, "FOOTLONG FOR" is written in a smaller green font, followed by a large "\$5" in the same green font. To the right of the text is a close-up photograph of a Subway sandwich filled with sliced ham, lettuce, tomatoes, and other vegetables. The background of the billboard is white with a green wavy border at the top and bottom.

7001960

CLEARCHANNEL



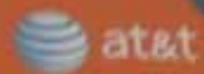






hopeful.

More bars
in more
places™



MADE IN
MEXICO





MAX 468

Micloangelo



Exercise 01

Design a billboard advertisement to inform, persuade, promote, educate about who you are.

Photograph a billboard in the city and alter it with your own typographic message.

The rules:

Any typeface.

White billboard.

Black typography.





to laugh often...



Course syllabus + structure

[http://www.papress.com/other/
thinkingwithtype/index.htm](http://www.papress.com/other/thinkingwithtype/index.htm)