

Exercise 02

Typographic Joinery / Forming a Perfect Union

Objectives

Learn the basic anatomy of letter forms.

Research type as shape.

Explore the expressive qualities of different type families.

Discover visual solutions in which two characters can be combined to form a new abstract symbol and the letters form a logical union.

Develop a sensitivity for shape, proportion, weight, balance and beauty in letter forms.

Materials

sketch template

pencils, erasers

Adobe InDesign

Prepare for this exercise by completing the readings assigned on 09.01.

Methodology

Select letters of the alphabet and other typographic characters that you find interesting as form and join them to form a union.

The letters you choose will work together to make a unity. The letters can be upper case or lower case, italic, bold, condensed, extended, etc. You may select other characters in the typeface that are not letters, ie. punctuation,

Explore options with variation in letterforms. The possibilities are endless.

Try many combinations to discover the best possible solution.

Look for continuity in stroke weight and style of the letters. Find beauty in joining two letters together to form a perfect union.

Typeset letters in large format using any of the typefaces listed below.

Aksidenz Grotesk	Baskerville
Bembo	Bodoni
Caslon	Frutiger
Clarendon	Didot
Fraktur	Franklin Gothic
Futura	Garamond
Gill Sans	Avenir
Avant Garde Gothic	Univers
Tahoma	Georgia
Helvetica	Sabon

Use the sketch template provided to make thumbnail sketches that can be inspiration and help you explore options and possibilities.

Process

Begin by sketching out various combinations of letters. *Sketch template provided. 2 pages minimum!*

Use InDesign to produce your solution. There will be a demonstration in class on how to complete the exercise in InDesign.

Don't think too hard about representation and forcing meanings to be made.

Print your solution in presentation quality for class review on Thursday, September 10. You will have the opportunity to make adjustments based on our review

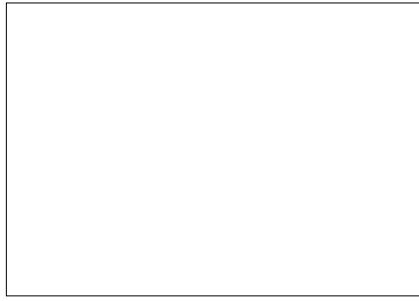
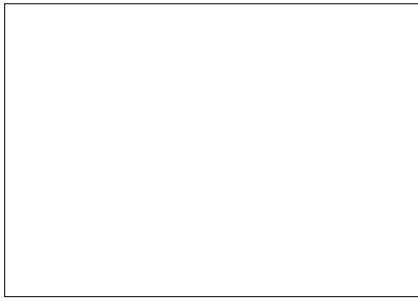
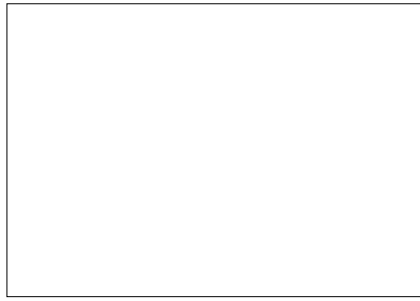
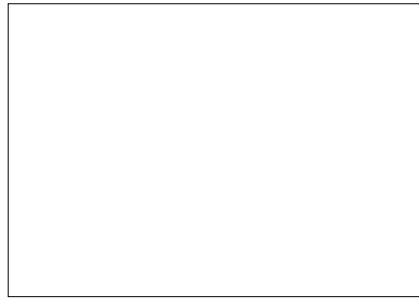
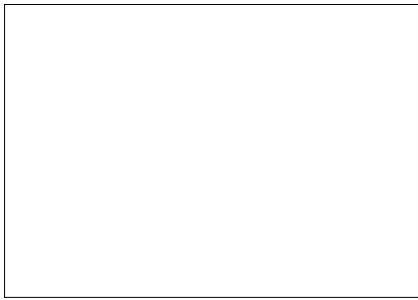
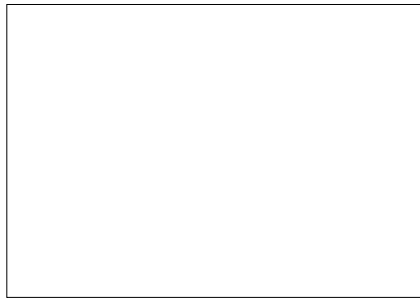
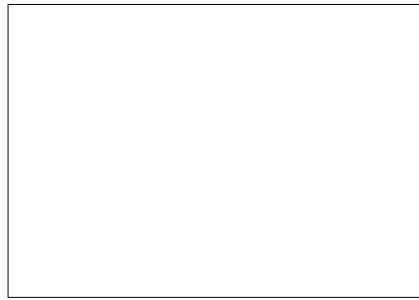
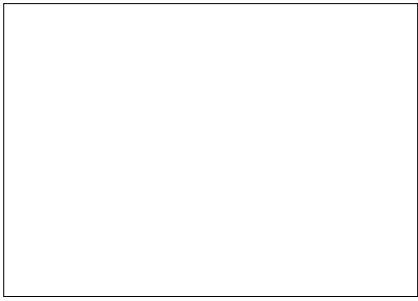
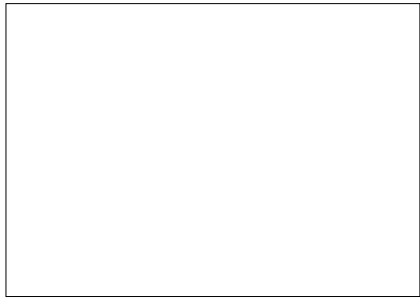
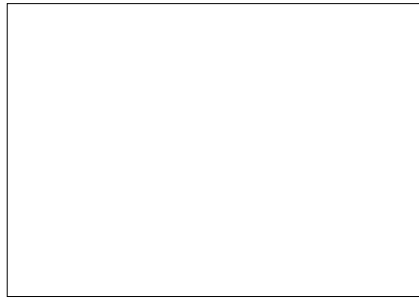
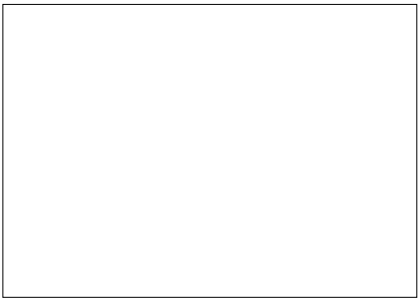
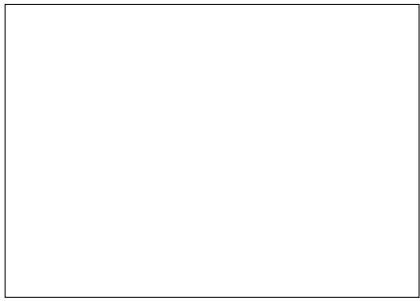
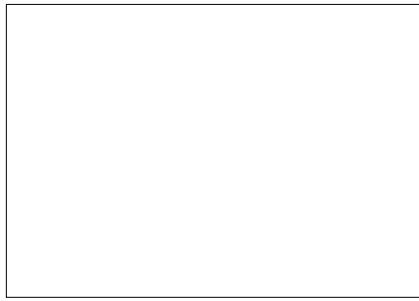
Have fun exploring how shape and stroke weight, typographic variation and scale.

Write 250 words that describe how you came up with your solution. *Describe the typefaces you chose, the anatomy of the letterforms and why you made the decisions that you did.*

Pdf's of your solution to Exercise 02 be turned in to box.unl.edu for evaluation on Tuesday, September 15.

final solution:

1. printed on 8 1/2" X 11"
2. black letters on white background only.
3. exported as a .pdf and uploaded to box.



name _____

Exercise 02

Typographic Joinery evaluation

Stayed current with daily requirements and displayed evidence of time investment. You understood the goals of the exercise and addressed them; and have crafted successful resolutions to the design problem assigned.

1 2 3 4 5

Maintained focus throughout the investigation. Displayed clear logical thinking and sequencing. Managed to avoid last minute design, concept, planning, preparation and decisions. Displayed the ability to make positive independent decisions and listened to and comprehended verbal and written suggestions.

1 2 3 4 5

Your personal investment in the project was evident and it is clear that you were aware of your intentions. Your solutions to the project exceeded the expectations of the project's tasks. Interest, enthusiasm, energy, and passion for design and the learning process have been displayed.

1 2 3 4 5

You developed an understanding of the various processes that effect typographic communications and have an understanding of the basic anatomy of letterforms. Explored the expressive qualities of different type families. Developed a sensitivity for shape, proportion, weight, balance and beauty in letterforms.

1 2 3 4 5

Demonstrated skill using typography as a component of visual communication. Actively participated in critiques with thoughtful and intelligent comments, justified your thinking and suggested ideas to others. Accepted constructive criticism, suggestions and ideas openly from both the instructor and classmates.

1 2 3 4 5

total _____ / 25 = _____

100 - 90% A 89 - 80% B 79 - 70% C 69 - 60% D

My standards and expectations are high. The discipline of design is very rigorous and competitive. This course and its instructor are reflections of this. With regard to letter grades: The grade of "C" is satisfactory. It is not poor performance. If a student receives this grade they have put forth a reasonable amount of effort and attained acceptable [average] results.

A "B" grade shows the student has pushed beyond the average; they have understood the needs of the project and addressed them; they have employed their learning and have crafted successful resolutions to the design problems assigned. Students receiving a "B" have reached a level which clearly exceeds "competency"

The "A" is reserved for students who have attained excellence. They have, in fact, exceeded the expectations of the project's tasks put before them. Additionally, interest, enthusiasm, energy, and passion for design and the learning process have been displayed.