

Exercise 01

Type is everywhere! Look Around You. Collect Specimens

Objectives

Discover the variety and formal qualities of a typographic message.

Develop an awareness to typographic forms in the landscape.

Research typeface design and visual language.

Explore the expressive qualities of different type families.

Discover typographic forms and styles.

Learn how to photograph “found” typographic specimens so that they are ideally presented.

Learn how to organize type specimens according to a classification system.

Materials

digital camera

digital storage system and organization

The exercise includes a group field trip to the Nebraska History Museum, Love Library, UNL Memorial Union, or The Grand Theatre to observe the designed world and hunt for visual communications in typographic form.

You will gather letter forms by photographing individual letters or words. It is required that you gather at least one character and punctuations from the western alphabet in your image collection process.

You will need multiple typefaces and will eventually organize them into the following type classification categories: *Blackletter, Old Style, Transitional, Modern, Slab Serif or Egyptienne, San Serif, Italics, Display or Decorative, Hand Drawn*

You will need at least 25 specimens for each category.

You will begin generating your found typography archive from the walking tour. You will then supplement your library of typographic specimens with images you take outside of the tour. Look around you type is everywhere. How many specimens can you collect? Learn to take the best photo possible of the type specimens. How can you frame the letter forms most appropriately?

We will review in class on Tuesday, 01.17 your archive and begin to classify the type specimens accordingly.