Project 03
Typography as Service / Creating Identity
Research + Design Presentations

Client
BURTON MORRIS, LLC
Nursing Communication

Burton Morris is a research-based/competent company motivated to meet the communication needs of nurses. They are invested in providing the nursing community with available research and communication practices/resources to enhance nurse-patient interaction.

Contacts
Megan Morris, Executive Creative Director
Medized

Bryan B. Whaley, Ph.D., Professor, College of Arts and Sciences
University of San Francisco

Buron Morris is an LLC with 3 organizations. Each of the organizations are concerned with nurses and the nursing profession. They are requiring typographic identities and the following designed collateral: logotype or wordmark for the organization's URL, stationary package, web site, web banner] A graphic design standards manual for the company's will be produced to define how typography is used on all designed elements.

Organizations

NURSE San Francisco
Speaking of Nurses...
NurseBitch

Burton Morris will describe the nature of each web site in class on 11/02. They will also discuss the goals of the company and provide direction on how typography may be of service to them.

Project 03
Typography as Service / Creating Identity

type identification / classification
letter form anatomy
typographic syntax
typographic resonance
typographic hierarchy
typographic space

Learning Outcomes
Demonstrates skill using typography as a component of visual communication, through submission of design process documentation and final project work.

Locate typography critically within the disciplines of fine art and linguistics, and demonstrate use of typography to meet formal and conceptual objectives within those disciplines, through visual presentation of project plans and submission of final project work.

Demonstrate fluency with typography as a tool for cultural representation in particular, the processes through which typography represents the identity values of its producers and users, through visual representation of conceptual project plans and submission of final project work.

Project
Design a typographic identity system for one of the Burton Morris' companies:
NURSE San Francisco, Speaking of Nurses…, NurseBitch

15 students / 3 organizations / 5 students for each organization.

Explorations will include the following typefaces.
Bau, Frutiger, Futura, Gill Sans, Grotesque, DIN, Interstate, ITC Franklin Gothic, Meta, Neue Helvetica, Profile, Quadraat Sans, Univers, Baskerville, Didot, Bodoni

Additional typefaces may be explored however the font families will be chosen for the range of weights available within it.

Department of Art + Architecture
University of San Francisco

Deliverables or designed collateral

Logotype or Wordmark for the organization's URL

Stationary Package

Web Site [mocking up a home page to place typographic solution into context]

Web Banner, size to be determined

3–5 Zazzle Products

http://www.zazzle.com/

mocking up what the logotype would look like on collateral, ie. mugs, mouspads, pens, key chains, etc.

Typographic Standards Manual

This publication will serve the company by defining how typography is used on all designed elements that the logotype or typographic lock up is applied to. This is a small publication 10-15 pages, printed and bound and a digital e-pub or .pdf. Details for this publication will be defined in class on 11/09.

layout will be 8 1/2" X 11" page / 11 " X 17" spread

example:

http://www.willamette.edu/dept/comm/graphic/manual/

Presentation

logotype / typographic lock up

stationary package

web page

zazzle products

typographic standards manual

Form of presentation will be discussed in further detail in class next week.

Digital files will be projected and printed prototypes will be presented.
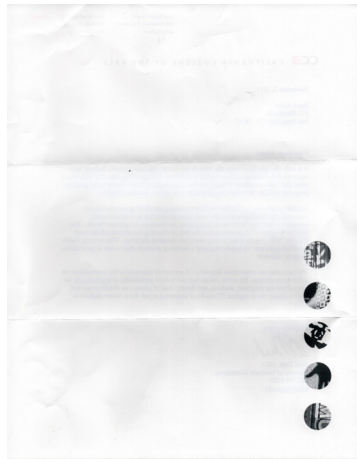
To be turned in:

Printed and Bound Presentation

.pdf of presentation

Printed and Bound Typographic Standards Manual.

Due Date: Wednesday, December 07

1111 Eighth Street   5212 Broadway   cca.edu
San Francisco, CA 94107   Oakland, CA 94618
415.703.9500   510.594.3600

CCA CALIFORNIA COLLEGE OF THE ARTS

November 2, 2011
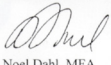
Stacy Asher
413 Shrader St
San Francisco, CA 94117

Dear Stacy Asher,

It is with pleasure that I write this letter to you today Our new graduate students have taken the full challenge of their studies at California College of the Arts. It is with this in mind that I take a moment to thank you for recommending Greer Gainer to the graduate programs at CCA. We were very pleased to receive your recommendation.

As more people return to school for further training and development during this economically challenging time, the application process has become ever more competitive and your letter was of tremendous assistance to our graduate faculty. The increase in applications always makes the task of choosing our students all the more difficult. With your help the process was a less daunting challenge. With so many highly qualified applicants we believe this year's incoming graduate class is one of great ability, integrity, and skill.

We know that our connections beyond CCA are just as important as the relationships we cultivate on campus. We invite you to visit our website periodically at www.cca.edu for news about our programs, students, and faculty. And of course you should please feel free to contact me at anytime if I can be of assistance as you direct future students to CCA.
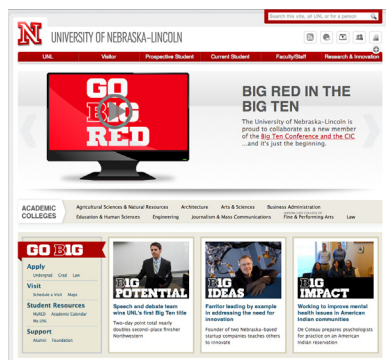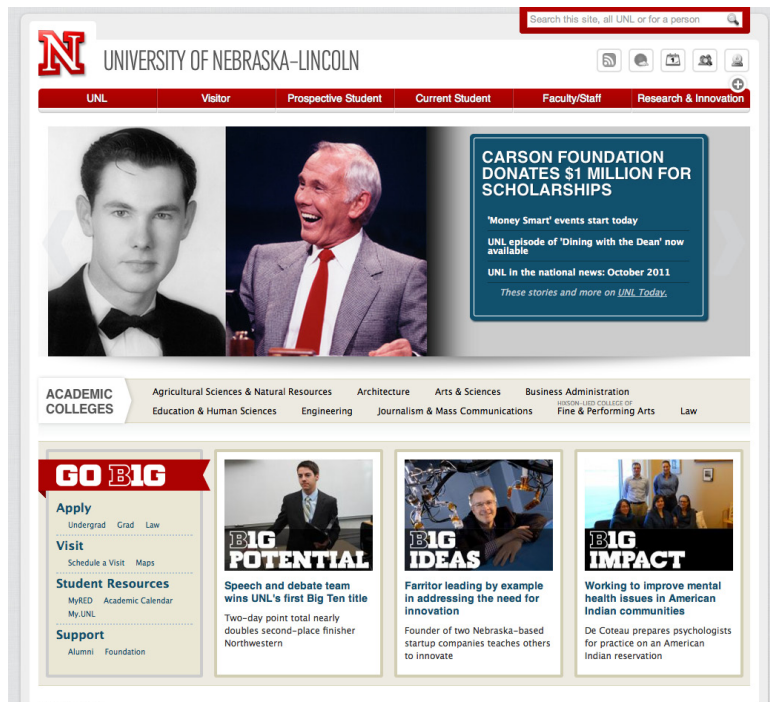
Sincerely yours,

Noel Dahl, MFA
Director of Graduate Admissions
415.703.9537
ndahl@cca.edu

CCA CALIFORNIA COLLEGE OF THE ARTS
San Francisco & Oakland

Stacy Asher
413 Shrader St
San Francisco, CA 94117

ETHAN ALLEN

Project 03
Typography as Service / Creating Identity
Methodology
Working with one of the three companies complete the following:

Typographic Study / Typeface Exploration
Type the company's name on an 8 1/2 " X 11" document. Set the type in any typeface at 16 pt. / 20 pt.
Investigate 25 typefaces for the company's name. Include the following:
Bau, Frutiger, Futura, Gill Sans, Grotesque, DIN, Interstate, ITC Franklin Gothic, Meta, Neue Helvetica, Profile, Quadraat Sans, Univers, Baskerville, Didot, Bodoni

Additional typefaces may be explored however the font families will be chosen for the range of weights available within it.

Analyze and assess which typefaces convey the visual language of the organization. Choose 3 that are working best.

Study the company's name in these three typefaces creating 10 variations for each. For example: 16 pt. / 20 pt. All Uppercase, semi-bold, 16 pt. / 20 pt. All Small -Caps, semi-bold, etc. You might want to adjust size and leading accordingly. Some typefacess will look very small next to others in the same point size.

Make sketches or complete studies of how the typographic forms will occupy space. Sketch layouts for business card, web page, web banner etc.

Continue to find a solution by making adjustments to the variations and creating combinations of typeface display. This study will help you go forward with your final solution.

Review Process on Monday, November 14

Complete Exercise 04
Grid exercise / web page analysis
This exercise will help you explore typographic space and page layout.

Exercise 04 will be completed in class on Wednesday, November 09

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University of San Francisco

Exercise 04
Typographic Space / Grid

Objectives
Research typographic space
Explore grid design
Develop a grid system for your web page for Project 03

Find a web site that you think is good design and layout. Select a web page that you are interested in understanding how it is constructed. Select 2 options for investigation and bring screen grabs with you to class on Wednesday, November 09.
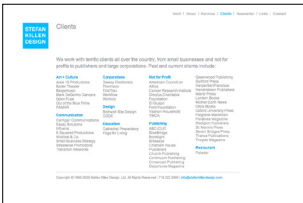
Methodology
place web page image onto the letter sized page in landscape format.

Create a layer for the placed image and name the layer.
Lock layer with web page image on it.

Make a new layer to draw a grid system on.

View rulers to pull down guides and turn these on and off to preview the layout. Remember to zoom in and out freely to be precise.

Copy the guides onto the Master Page.

Note how the bodies of test and other typographic elements on the page are creating shapes with shades of gray. These shapes are modules.

Create modules with the rectangle shape tool, fill the shapes with a shade of gray that simulates the shade of gray of the bodies of text.

Complete the grid by redrawing the modules.

Manage the Snap to Guides and use short cuts.

To be completed in class on Wednesday, November 09.

Terminology / Typography + Identity

Abstract Symbol
Abstract symbols usually represent im-
ages in a stylized, simplified manner -
sometimes with representational images
that can be deciphered. The abstract
symbol does not clearly refer to the
organization it represents and will elicit
associations only after the public has
been exposed to it for a while. When a
business concept is abstract or com-
plex and the name is also non-descript,
it most often calls for an abstract logo
reflecting the most important attribute(s)
of your business.

Alpha-Glyph
Also called a lettermark, an alpha-glyph
is similar to a glyph, but uses a letter
or letters from the name of a company
to represent the company. (Honda, Ac-
cura, Mazda, and Hyundai.) Anagrams
and monograms are glyphs.

Alphanumeric
An alphanumeric logo is the name of a
company or brand spelled out, liter-
ally, with a unique typographic treat-
ment that is unique unto the name itself
and can therefore be trademarked and
treated as a logo. (Kellogg's, FedEx,
Microsoft, Sony, Ford) Letter-spacing,
color, font choice, word relationships
and other factors play into the creation
of an alphanumeric logo. Also referred to
as a typographic symbol or wordmark.

Anagram
Literally, this means the letters of a
word are read backwarrds. Can also
refer to the change of one word into
another by the transposition of letters.
Often, the letters of a word read out of
order to discover hidden meaning.

Brandmark
A simple but strong graphic symbol,
often an abstract symbol, that comple-
ments an aspect of a business or
service and represents a company by
association.

Combination Mark
Combination marks are also referred
to as iconic logotypes, or descriptive
symbols. A combination mark generally
combines a brandmark symbol with a
wordmark.

Descriptive Symbol
A mark that relates a company's prod-
ucts or services representationally.
This type of symbol works best when it
suggests the character of the organiza-
tion, rather than showing products. Also
referred to as combination marks or
iconic logotypes.

Glyph
A glyph is symbol, icon, pictograph, etc., that is used as a graphic representation of a company. Glyphs are most often used for secondary communication devices however, such as signs and instructional devices.

Icon
Refers to a mark without words that represents a company by association.

Iconic Logotype
Iconic logotypes are also referred to as combination marks or descriptive symbols. An iconic logotype generally combines a brandmark symbol with a wordmark.

Lettermark
Similar to a wordmark, a lettermark is a typographic symbol, usually involving initials or abbreviations. Monograms and anagrams are lettermarks. The representation of the letter(s) essentially become a symbol of the company. Also referred to as an alpha-glyph.

Lockup
A lockup is the final form of a logo with all of it's elements locked in their relative positions.

Logo
A logo is a graphical, illustrative or typographical representation of a company's identity. The word "logo" is short for "logotype."

Logotype
A logotype is a typographic symbol that is a powerful visual representation of a company and forms the basis of it's corporate identity. The word "logo" is short for "logotype," referring to a company signature or mark. It is a name, symbol or trademark designed for easy and definitive recognition. A logotype refers to a broad group of designs commonly used as corporate signatures including symbols, glyphs, logos, marks icons etc.

Mark
A sign made in lieu of a signature. A corporate logotype.

Monogram
A typographic symbol that is composed of one or more letters, typically the initials of a name devoid of any containing form.

Pictograph
A pictograph is a symbol that is used to wholly communicate a simple message without words, such as in traffic signs and restroom door signage.

Signature
A distinctive mark indicating identity. A corporate logo.

Seal
A word, group of words or initials designed to fir within a form. A typographic symbol.

Symbol
Refers to a mark without words that represents a company by association.

Tradedress
Color(s) that are strategically selected to reflect the brand attributes of a company. The final colors applied to the lockup of the brandmark and typography ultimately define the trade dress of the logo.

Trademark
Any corporate mark, when registered and protected by law is referred to as a trademark.

Typographic Symbol
A typographic symbol is often text only with unique typographic treatments. Most often however, the company name is incorporated together with simple graphic treatments to create a clean, simple identity. The representation of the word essentially becomes a symbol of the company. Also referred to as alphanumeric or wordmark.

Wordmark
A wordmark is often text only with unique typographic treatments (Microsoft, Sears, Yahoo). Most often however, the company name is incorporated together with simple graphictreatments to create a clean, simple identity. The representation of the word essentially becomes a symbol of the company. Also referred to as alphanumeric or typographic symbol.

Production Schedule

Wednesday, November 02   Introduce Project 03
Presentation by Burton Morris, LLC
Assign Exercise 03 / Type as Personal Identity

Monday, November 07   Review Exercise 03
Discuss Project 03
Determine design strategy
Review production schedule
Assign Exercise 04 / Typographic Space

Wednesday, November 09   Work on Exercise 04
Review Process of Project 03 - desk crit
Sketches, studies, typographic explorations

Monday, November 14   Review typographic lock up / logotype variations
Present three options
Refine lock ups
Write content for typographic standards

Wednesday, November 16   Work on Project 03
Edit content for typographic standards

Monday, November 21   Work on Project 03
Present Process / web page mock up
stationary package / zazzle
Begin layout studies for Graphic Design Manual

Wednesday, November 23   Work on Project 03
Graphic Standards Manual
Review Process

Monday, November 28	Work on Project 03
	Review presentation and deliverables
	Review for Final Exam
	Discuss Annotated Bibliography, Blog and Final
	Process Book
Wednesday, November 30	Review Process for Project 03
	Review for Final Exam
Monday, December 05	Final Exam
Wednesday, December 07	Presentations for Project 03
	Turn in Complete Process Book
	DVD of all course projects, exercises
	and research

http://spyrestudios.com/40-sexy-and-creative-typographic-logo-designs/

http://www.depts.ttu.edu/communications/identityguidelines/glossary.php

Medized
http://medized.com/MediZed_I_Sustainable_Architectural_Visualization.html

Speaking of Nurses
http://www.ethanallen.com/
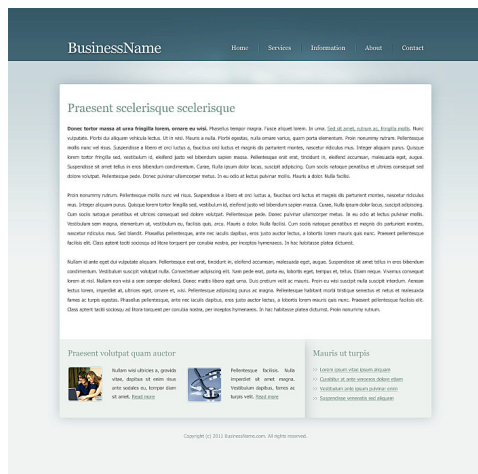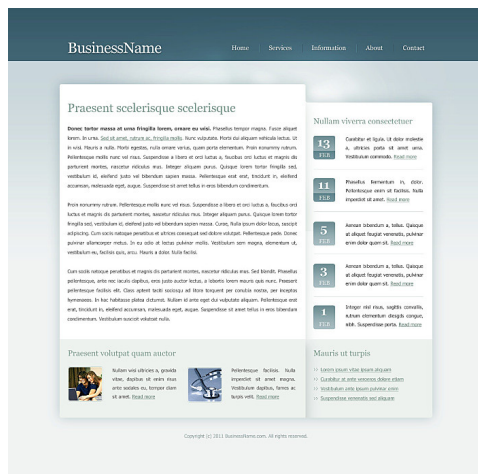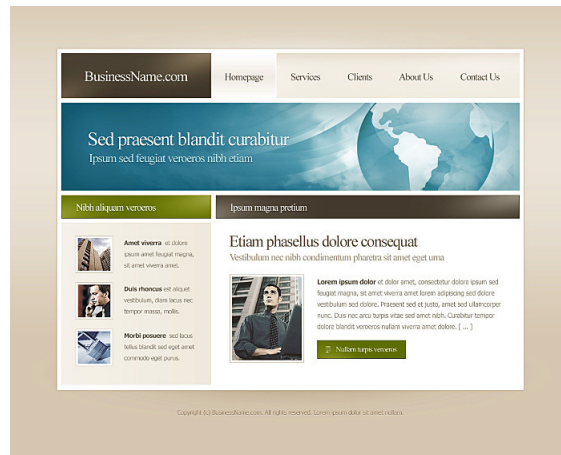
Typography
Course Projects
Fall 2011

Included Layouts

Homepage

Two Column

One Column

Department of Art + Architecture
University of San Francisco