

TYPOGRAPHICS II
FALL 1989
TROGU

TYPOGRAPHY : GRAPHIC FORM OF
MECHANIZED WRITTEN LANGUAGE
(PHONETIC ALPHABET)

PROJECTS :

ONE-PAGE (COVER) INVESTIGATION
TWO-PAGE (SPREAD) INVESTIGATIONS
N-PAGES (SEQUENCE, BOOK FORM) INVESTIGATIONS
COPY-FITTING EXERCISES

} COMBINATIONS
OF THESE

REQUIRED ITEMS :

POCKET PAL
TYPE GAUGE
CALCULATOR (OPTIONAL)

COURSE DOCUMENTATION (^{SOME} SKETCHES, NOTES FROM
LECTURES AND/OR CRITIQUES, PERSONAL OBSERVATIONS,
ETC) SHOULD BE KEPT OR COLLECTED IN A NOTEBOOK
OR DIARY. THESE NOTEBOOKS MUST BE ORGANIZED AND
CLEAR AS I WILL BE READING THEM.

YOU WILL BE EVALUATED ON :

- ATTENDANCE AND PUNCTUALITY
- PROGRESS THROUGH EACH ASSIGNMENT
- PRESENTATION OF EACH ASSIGNMENT
- COMPLETION OF PROJECTS ON TIME
- REVIEW OF NOTEBOOKS

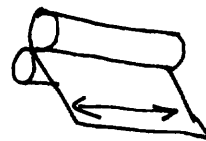
PROJECTS WILL NOT BE GRADED INDIVIDUALLY
ONE FINAL GRADE

LAST TWO CLASSES (TU-TH) YOU WILL MEET WITH ME
INDIVIDUALLY TO DISCUSS AND EVALUATE WORK DONE DURING SEMESTER.

TYPOGRAPHICS II
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29 AUGUST 1989

- INTRODUCTION (MYSELF)
AND MEET STUDENTS (WHERE DO THEY COME FROM)
- (WHAT DO THEY WANT TO DO IN DESIGN ?)
- ESTABLISH LEVEL OF STUDENTS (TYPE I, III, OTHER ?)
- DISCUSSION (WHAT IS GRAPHIC DESIGN)
OVERVIEW (PANZERI)
- QUESTIONS & DESIRES ABOUT COURSE
- CONT. OVERVIEW
PRINTED MATTER
↓ ↓
INK PAPER
- FOLDING EXERCISE (FOLIO QUARTO OTTAVO SEDICESIMO)
TRENTADUESIMO
↓
WRITE NUMBERS 2 4 8 16 32 WHY
1 ON RIGHT?
FRONT & BACK
- GERMINAL
- U&Ic BOX
- PAPER (GRAIN DIRECTION)
- BINDING
- HOW TO FIND TYPE SIZE



CHANGES
ACCUR
IN CROSS
GRAIN

BRING FOR THURSDAY AUGUST 31, 1989

- PERSONAL PIECE OF TYPOGRAPHY WORK (BEST)
(RELATE WORK - FACE)

- PERSONAL MAGAZINE
(TRY TO ESTABLISH LIST OF 17)

- TRACING PAPER
- TYPE GAUGE
- CALCULATOR
- 4 COLOR PENCILS
RED
BLUE
GREEN
BLACK

- MANUSCRIPT

- 1 • INTERVIEW.....
- 2 • CONNESSEUR
- 3 • BMX ACTION
- 4 • VANITY FAIR
- 5 • ↙
- 6 • POPULAR PHOTOGRAPHY
- 7 • VOGUE
- 8 • LIFE
- 9 • .
- 10 • PRINT
- 11 • SMITHSONIAN
- 12 • AM. PHOTOGRAPHER
- 13 •
- 14 • PHOTO DISTRICT NEWS
- 15 •
- 16 • NAT. GEOGRAPHIC
- 17 • TIME
- 18 •

AUG. 31, 1989 THURSDAY TYPE II

- KEEP EVERYTHING AND MAKE NOTES (WILL BE USED)
- INDIVIDUAL MINI-MINI-PRESENTATION OF PIECE BROUGHT IN FROM PREVIOUS ASSIGNMENT (DESCRIBE PROBLEM, NO CRITIQUE)

- TRACINGS OF MAGAZINE PAGES OR SPREAD

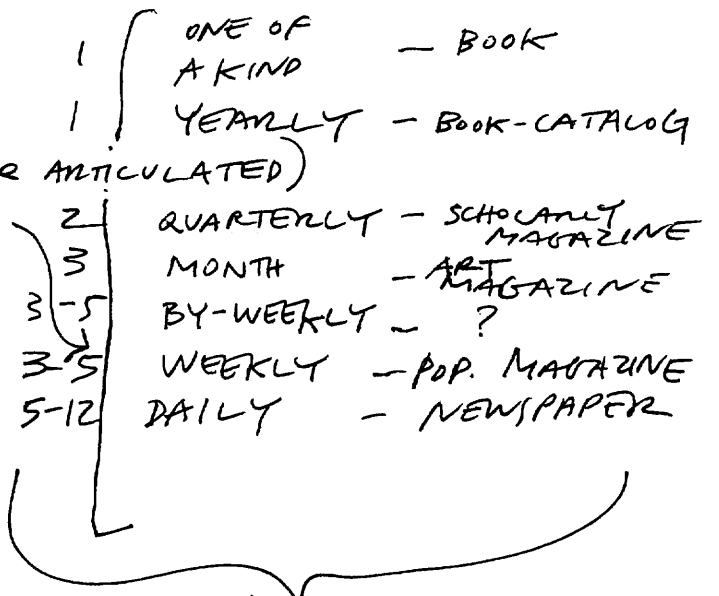
USE:

- RED - TITLE
- BLUE - SUBTITLE
- GREEN - CAPTIONS
- BLACK - TEXT (DRAW BOX FOR IMAGE)

- TWO ~~ONE~~ DOUBLE SPREADS (BEGINNING OF ARTICLES)
- SUMMARY (TABLE OF CONTENTS)
- ONE OF YOUR PICK PAGE

- ANALYSIS OF TRACINGS

- HIERARCHY
- STRUCTURE (LOOSE OR ARTICULATED)
- NUMBER OF COLUMNS (HOW DO YOU DECIDE)
- COLUMN CAN BE SEEN AS DETERMINING THE GRID

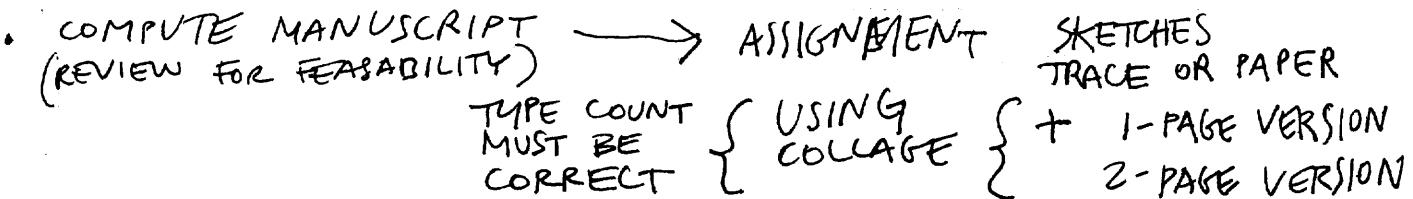


- GRID

WHY

- TYPE CLASSIFICATIONS
- SERIF - SANS SERIF
- EACH TYPEFACE IS A BEAUTIFUL TYPEFACE!
- TEST ON SIZE OF CHARACTER & LEADING

5



SCHEDULE OF TYPOGRAPHY

CHARACTER COUNT EXERCISE

(GREEK TYPE OR OTHER)

SEPT. 5 TUESDAY

- SKETCHES
- COLLECTION OF PARTS (FROM MAGAZINES, XEROX IF NOT CUT OUT)
- WORK IN CLASS

SEPT. 7 THURSDAY

- WORK IN CLASS
- FIRST 1-PAGE & 2-PAGE VERSIONS BY THE END OF THE CLASS

SEPT. 12 TUESDAY

- BRING FINAL 2 VERSIONS
- ONE SET IS XEROX

- REAL SPECS FOR CHARACTER COUNT EXERCISE
- POSSIBLE EXERCISE: REDESIGN OF ARTICLES TRACED FROM FAVORITE MAGAZINES
- A BOOK IS LIKE A SUIT
- CROPPING EXERCISES

TEST · 9 NOVEMBER 1989

DEFINE THE FOLLOWING:

1 - POINT TYPE UNIT OF MEASUREMENT - 12 POINTS IN A PICA

2 - PICA TYPE UNIT OF MEASUREMENT - ^{APPROX.} 6 PICAS TO THE INCH

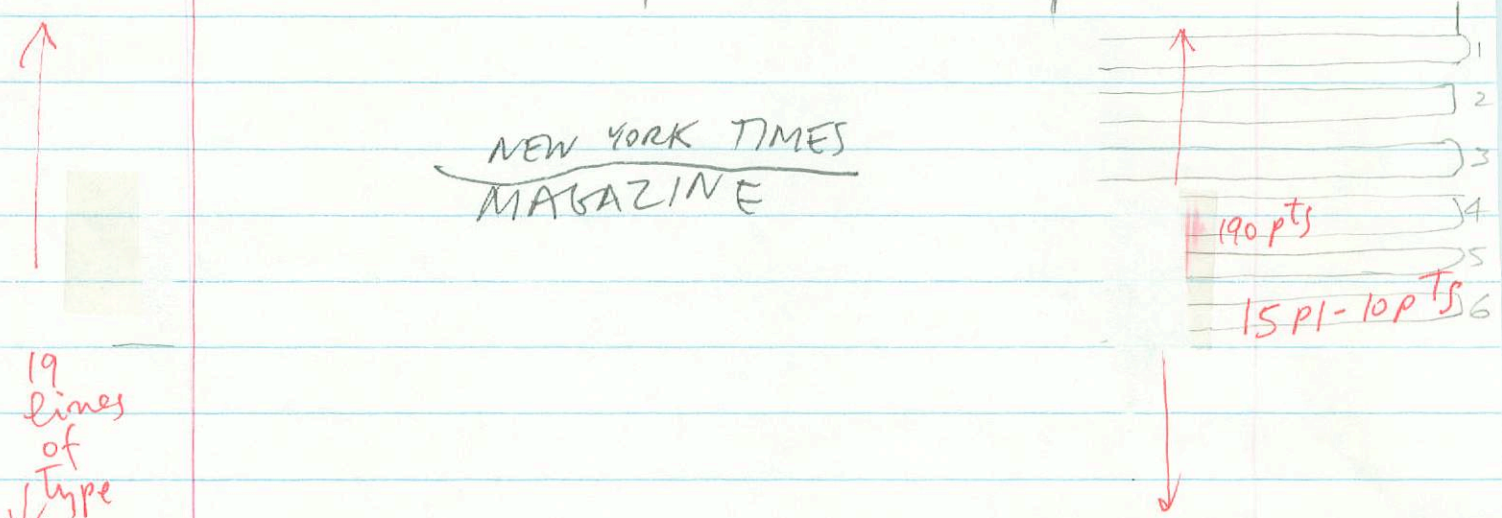
3 - 10/12 10 POINT TYPE SET ON 12 (2 pt LEADING)

4 - 13/13 13 POINT TYPE SET SOLID (NO LEADING)

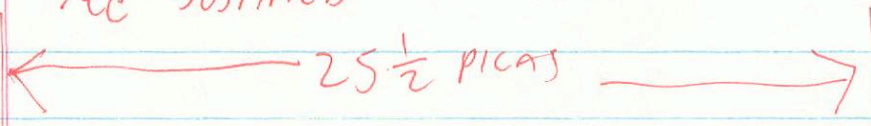
5 - MEASURE WIDTH OF COLUMN

6 - DEPTH ~~HEIGHT~~ HEIGHT OF COLUMN, MEASURED VERTICALLY

7 - DESCRIBE THIS BLOCK OF TYPE - GIVE SPECS.



SERIF TYPE (OLD STYLE) ~~20~~ 8 or $8\frac{1}{2}/10$ X $25\frac{1}{2}$
 $\frac{1}{4}$ lc JUSTIFIED



CALCULATE THE FOLLOWING DEPTH VARIATIONS OF
 THE SAME BLOCK - USE EXTRA SKETCH PAPER IF NEEDED -
 THE AMOUNT OF TYPE AND THE TYPESIZE REMAIN THE SAME

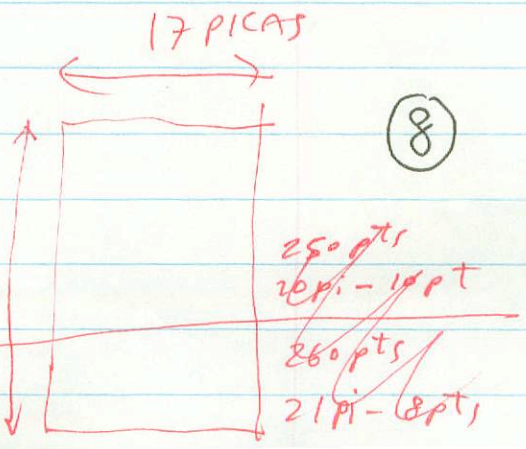
8 - SAME LEADING

MEASURE SHORTENS TO 17 PICAS

HOW DEEP WILL THE NEW BLOCK BE ?

280 pts 28 lines of type
 23 pi - 4 pts

25 lines
 26 lines of type

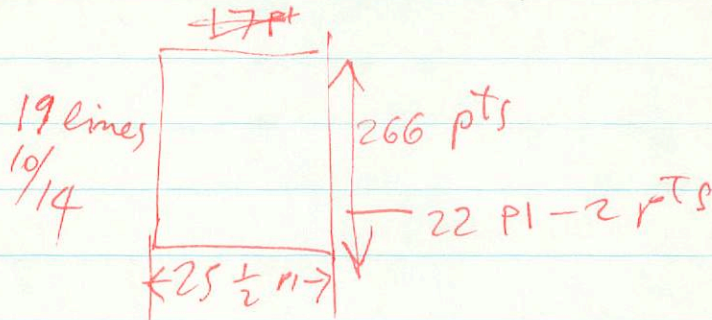


9 - SAME MEASURE

LEADING CHANGES TO $x/14$

x = ORIGINAL TYPE SIZE

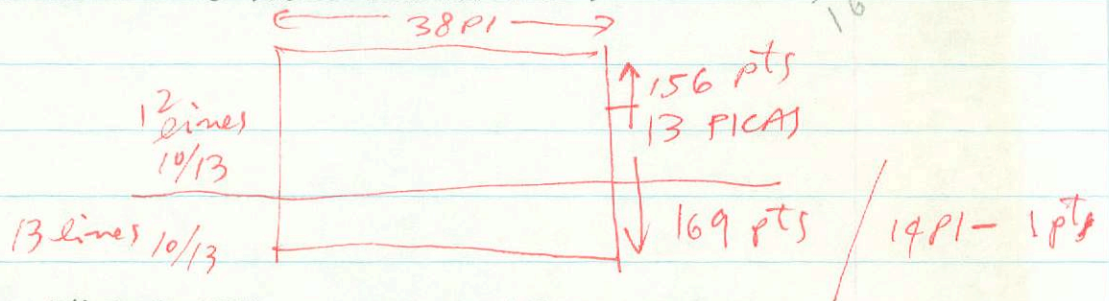
HOW DEEP WILL THE NEW BLOCK BE ?



10 - MEASURE GROWS TO 38 PICAS

LEADING CHANGES TO $x/13$

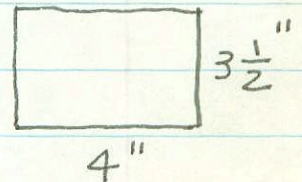
HOW DEEP WILL THE NEW BLOCK BE ?



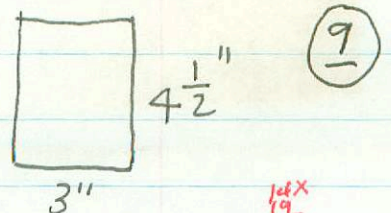
CROP THE PHOTOGRAPH AS YOU PLEASE. DO TWO

VERSIONS :

11 - VERSION # 1 IS TO FIT A HORIZONTAL AREA



12 - VERSION # 2 IS TO FIT A VERTICAL AREA



USING TWO SEPARATE OVERLAYS, INDICATE CROPPING AND PERCENTAGE OF ENLARGEMENT/REDUCTION - ATTACH OVERLAYS TO PHOTOGRAPH

Handwritten calculations: $12x$, 19 , 126 , 19 , 228 , 22 .

EMPHASIS ON:

GRID

HIERARCHY

USE OF WHITE SPACE

- KEEP CONTENT IN MIND CONTENT ↔ FORM

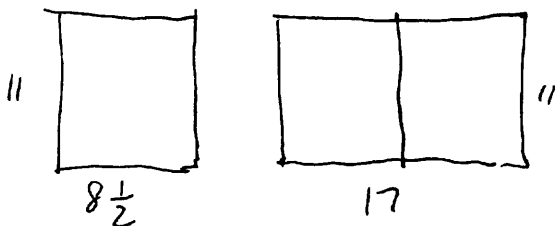
- ~~FORGET CONTENT~~

WHAT IS MAIN
CHARACTER OF PIECE

- BALANCE
- ORDER
- SYMMETRY / ASYMMETRY
- HEAVY
- LIGHT
- CENTERED

- KEEP CONTENT IN MIND BUT LET YOURSELF BE GUIDED BY CHOICE OF TYPE AND AVAILABLE MATERIALS (ONE SOLUTION IS TO GO AGAINST CONTENT - IMAGINE THE CONTENT IS DIFFERENT)
- SKETCH FORM (COULD BE XEROX OF PASTE-UP MADE WITH MAGIC TAPE)

EXAMPLE: A DESCRIPTION
TREATED AS A POEM



SEPT. 3, 1989

GENERAL NOTE:

- FINAL MIGHT BE BOOK WHICH INCLUDES NOTES AND EXERCISES FROM PREVIOUS CLASSES.
PROJECT
- COPY WILL BE ACTUAL TEXT AND WILL BE TYPESET, IT WILL INCLUDE CREDITS AND THEME OF THE PROJECT.
- TEXT (TEST) BEFORE START OF FINAL PROJECT (MID SEMESTER)
- OTHER IDEAS:
 - TONALITY OF TEXT (DIFFERENT FACES)
 - TEXTURE OF TEXTS
 - BOUND - UN-BOUND PROJECTS
- * PORTFOLIO EXERCISE (^{WE} 2-WEEK PROJECT)
(FLAT SHEET AS BASIS)