

TYPE CATEGORIES/GRDS 374

THE RESEARCH PROJECT:

- Begin by reading the following:

Meggs/Carter & Day, *Typographic Design*- review pages 34 & 35, then read over Chapter 3: Syntax & Communication. Although not all of this chapter will come into play in this project, it is good background information for the development of your final posters.

On reserve in the library are several copies of: *the complete typographer* by C. Perfect & J. Austen. It is this text that we will use for the categorization of type, not the Megg's. Look over the whole book and then decide on a type category that interests you.

- Select one of the seven categories of type face design to work with. The seven categories to choose from are: Humanist, Old Style, Transitional, Modern, Slab Serif, Sans Serif & Display. *If you choose to work with the Display category, you must meet with me first for further instructions.*
- You will need to thoroughly investigate the type of fonts found in your selected category. Consider photocopying the section from the text as well as visiting any website that might help you. Be sure to always document where you get your information from. You will need a printed list of your complete bibliography to turn in with the final. Information that you will need to convey in your poster:
 - examples of two or more fonts in this category
 - what the time period and influences are/have been.
 - the general characteristics that unite these fonts in this category
 - when & how might a font from this category be selected for usage

THE VISUAL PROJECT:

Each student is to do a poster, 11" x 17", 17" x 11" or 17" square—this will need to be tiled, presenting the selected type category researched. At least two different fonts representing the category must be present on the poster. Select one of the fonts from what is available at the school or that you personally own. The second font must be one that we do not have (nor do you have access to.) This second font you will need to scan in those letters that you need for your poster. In Illustrator you will need to either clean them up or retrace them they will never work as a typeface on your keyboard, rather as graphic elements.

Note: any and everything that you scan in must be cleaned up before you place it in your poster. Students have lost letter grades in the past just on this alone.

Information that must be included on each poster:

- Name of typefaces used in their font. If possible, give the designer's name and date of development.
- Show (if possible) all upper or lower case letters of one of your selected fonts.
- Inform us of the category these fonts are from and provide information about the category.
- Show the major category characteristics as they are found in each used font. What binds them together in this category?

This is more an Illustrator project than Quark. Work in whichever program you like. Also, this is more about information and an interesting layout, black and white or color are secondary. Work however you wish, but it must be laser printed not ink jet.