Typography & Visual design

WILLIAM BEVINGTON

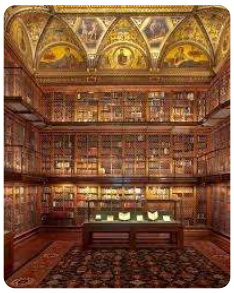
LEGEND

- : Assignments & Homework
- : Storyboarding / Brainstorming
- : Artist / Designer to look up
- : Events & prospects to explore

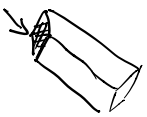
28 Jan 2019

- A class that creates good pieces for a portfolio.
- About William:
  - Created over 5000 pieces of work
  - Taught for 39 yrs
  - Critiqued over 30,000 pieces of work.

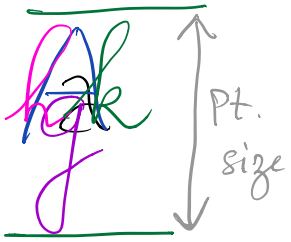
- Go to Morgan library & look at the Gutenberg Bible

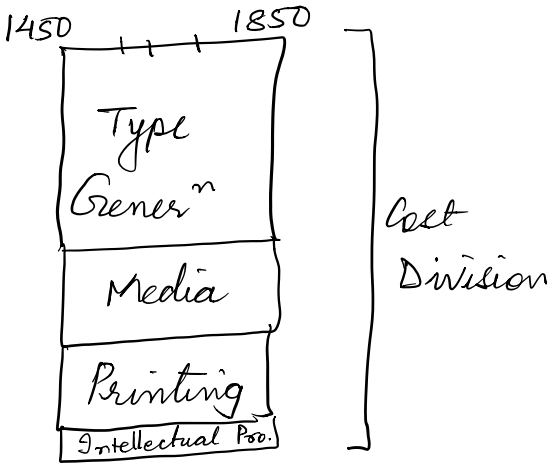


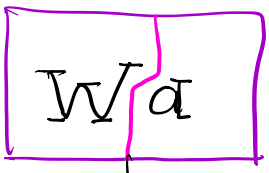
[HISTORY OF WESTERN TYPE]

- Type cost in the 80's : One para ≃ $400!
- Phototype setting — boxes made of lead (Pb). ≡ COLD TYPE
- Gutenberg letter press process
  - Create -ve of the character
  - carve the letter on top of indenter 
  - load the metal inside the mould

- Point size : Max dimension of the block
- Picas → 2 picas = 1 inch

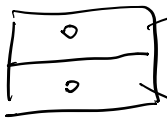




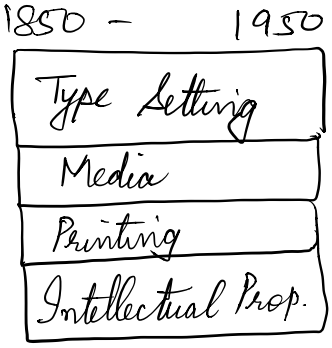


→ The letters were divided — kerned. That's why space b/w letters is called Kerning.

- Uppercase & lowercase are called so ∵ they were kept in cases



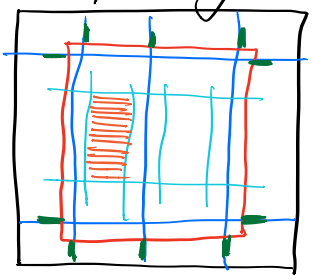
- Flatiron building was built from making type.
- Then, came the line type machine
  - ↳ By lining up all the moulds



In the early days, manuscripts were re-written 5-6 times by hand before final.

- When given to a designer for printing

→ Typesetter → Placement & Printing



HEL : Helvetica

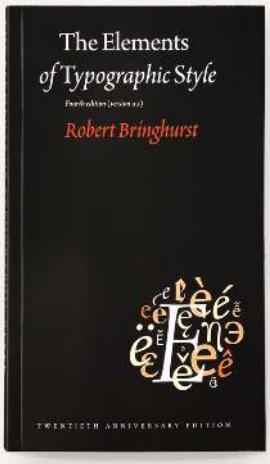
→ 9/11 → 9 pt. font & 2 pt. space below it
→ 12 pica space between words

- Then came phototyping
  - ↳ Times New Roman was a mess before then because Serif didn't work properly
- Then came digital typing
  - ↳ Intellectual property cost kept increasing

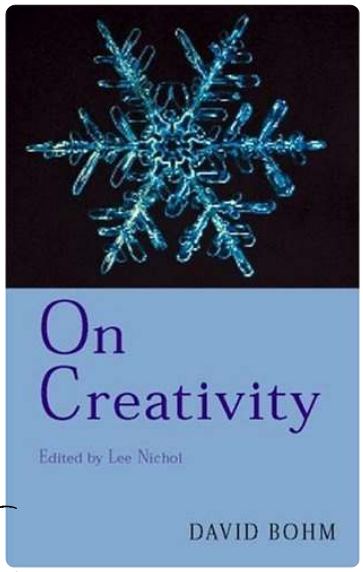
- Manifestation of type : Composing a piece which looks good — non-designers are unable to know how to reach a piece which is manifested well.

- DESIGN PROCESS FOR THE CLASS
  1. Intelligence
  2. Ideation
  3. Conceptualization
  4. Structuralization
  5. Manifestation
  6. Generation/Publishing
  7. Effectuation

One of the best Type books



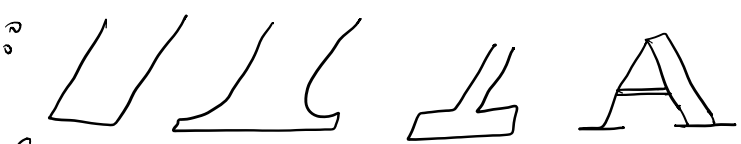
(poetic style of writing)

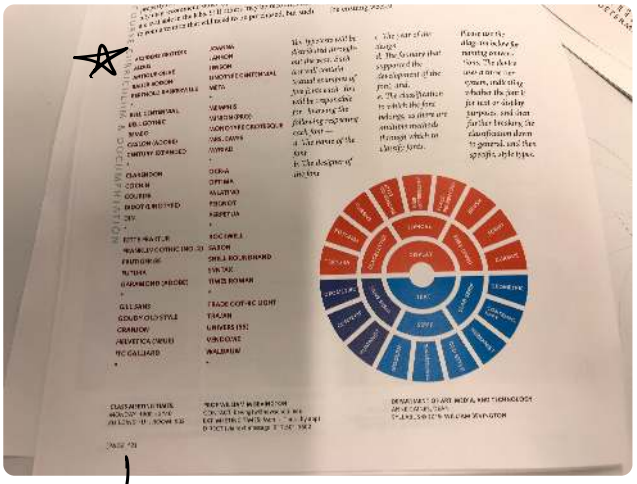


In William's top 100 book list

- Assignment : Research the work of Jan Tschichold.
  2. : Do Typotest - Identify the font, founder, foundry, year of design

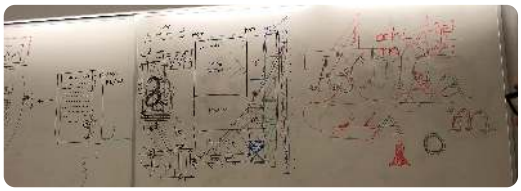
- Font Classification:





↳ Top 50 fonts we would study in class

Latin
(Slab Serif)

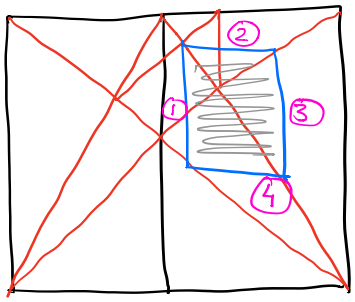


- Assignment : Get an existing piece of text. Grab a piece of text from it & create a 8.5 x 11 inch doc. from it (2 pages) —— pure block of type (running text)
  - ↳ Try to use one of the 50 typefaces
  - ↳ Use InDesign (Justified alignment)

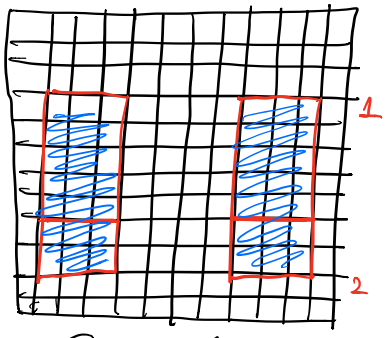
- Go to Strand & look through the books for inspiration

abcAgklmn
Mean line
Base line

Using Golden proportions to create divisions of pages (margins)

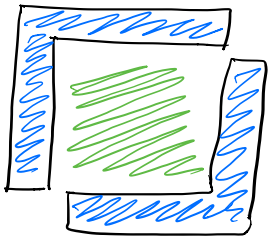


(naturalism)

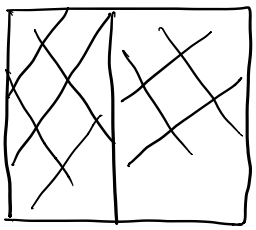


Grid Structure
(modern)

- Pictorial, quantitative, relational & symbolic

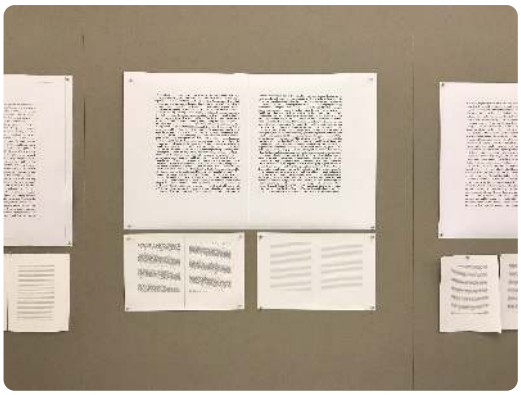


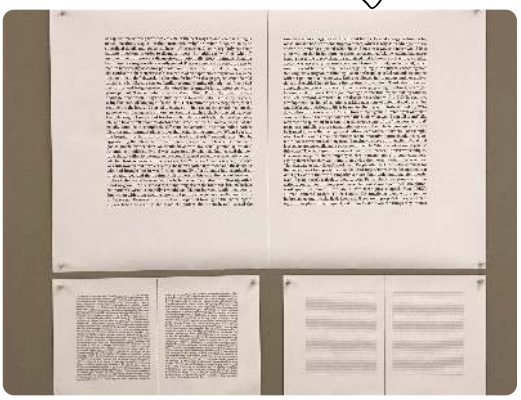
(cropping)



04 Feb. 2019

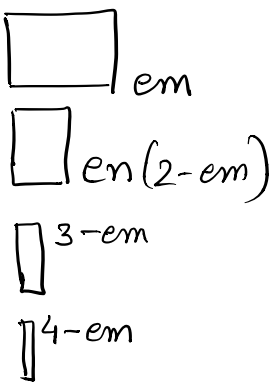
- Note: A typeface should always have a border. Think of it as the type being in its world & secluding itself.
- 72 pt size was the highest :: it was about the size of an inch. These were made out of metal.
  When they went over 72 pt, they started using wood type.
- When the pt. size increased, the size of punctuation got reduced so that punctuation doesn't overpower type.





- Courier font : Mono spaced |i|m|, |.|

- em : a measurement in type ↷ square of a pt. size
  en : 1/2 of the em

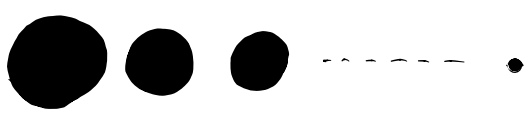


em width for your font

there|em|except

(Seen in add whitespace option in InDesign)

- Figures come in 2 styles : Old style figures & lining figs
- Pencil sizes : 9H, 8H, 7H, - - - - 2H, HB, H, B, 1B, - - - 6B



Old style figures are designed to be inside the text

0 1 2 3 4 5 6 7 8 9

ascender

descender

NASA comes to

Jumping out

lower case form is quieter

- Old style "O" is a perfect circle – can be useful for design

- Lining figures : have same cap ht. & the same set width
  ∴ easy to align in tables

  0 1 2 3 4

  ↳ Set on the same end space.

—×—

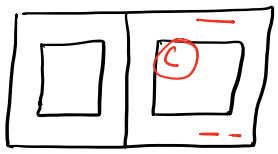
: Let me give you more info
; 2 sentences are linked together & are independent
— (em) a strong pause
– (en) through (Mon – Thu) (½ of em)

\- hyphen — don't use

_ underscore — usually used for renaming

—×—

- ∃ roughly 15 diff^{t} types of a page.



—×—

- My assignment : Font : Georgia
  Content : Creative Confidence by Tom Kelley

→ The font is larger than the content.
[Use of Whitespace]

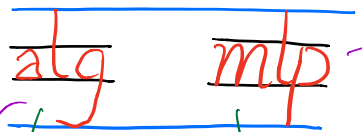
- Gill Sans : most popular font in the UK.
- Italian set in Bodoni & German set in Helvetica — good.

Book reference : Origin of the Serif

- Baskerville font
  - → Wanted to create the perfect font
  - → Uses polished plates to create coded paper
    - ↳ reinvented paper
    - } Super white paper
  - → Reinvents ink : super black
  - → Creates new genes of type
  - → Ms. Eaves : Wife of Baskerville

Serif fonts

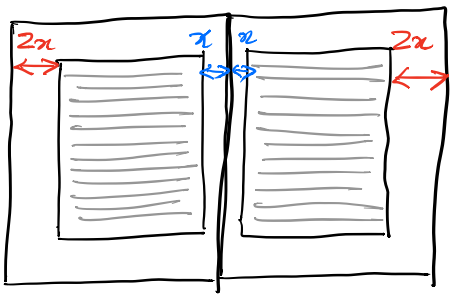
Old style | Traditional | Modern

- Gill created Gill Sans for London underground.
  - ↳ Johnson's font style
- ITC : International Typeface Corp.
- 

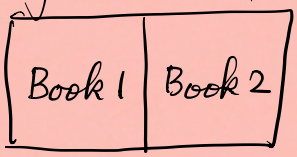
→ moderate space for ascender & descender
Quiet
Dense font — more sparkle
large space for asc. & descender

* Never use Georgia

- The way margins work:



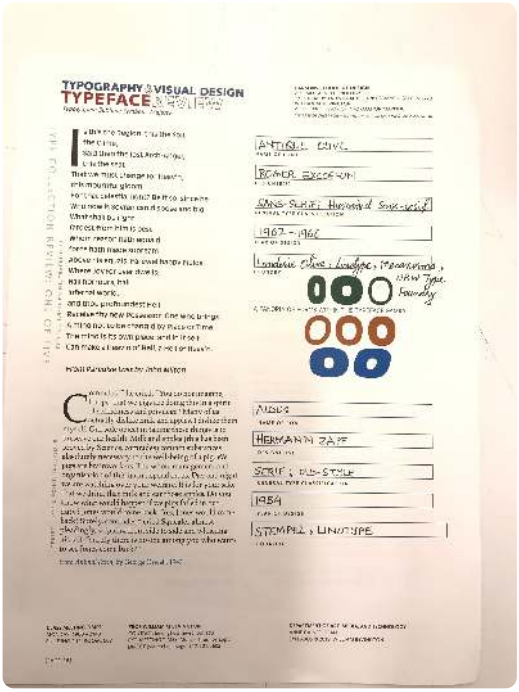
- Assignment for next week:
  1. Bring back the para breaks of prev. text.



→ Do the entire assignment again with 2 parallel stories

✱ Typeface Review

1. Antique Olive
   - text : sans serif : humanist



- 3 things you cannot copyright in US
  - Title, Typeface
- The only di-critical mark used in English:
  coördination, naïve
- Originally, text was written in Black letters

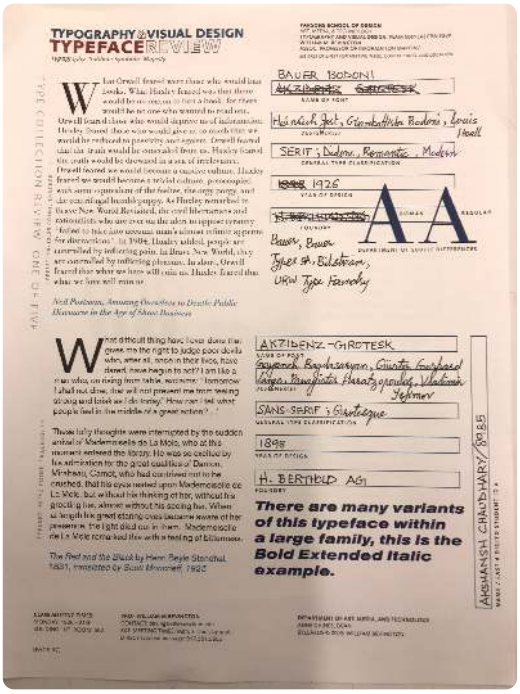
2. Aldus
   - text : serif : old style

③ Bauer Bodoni

↳ text : Serif : Modern [Didone : a set of moderns]

④ Akzidenz-Grotesk

↳ text : Sans-serif : Contemporary, neo-grotesque



- Thin vs light font
  ↳ Thin is lighter than light, but wider

- Next collection of fonts for next wk (Pg-12 of syllabus)
  ↳ 6 fonts (Berthold Baskerville, Bell Centennial, Bell Gothic, Bembo, Caslon (Adobe), Century Expanded)

Learn them
↳ CLASS TEST

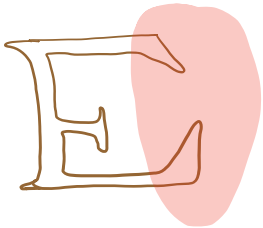
11 Feb. 2019

° References : Identifont, Wikipedia, Linotype, Monotype

* FONT STUDY

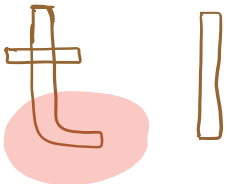
⑤ BERTHOLD BASKERVILLE

- Designer : H. Berthold
- Type Classification : Serif, Transitional
- Year of Design : 1961
- Foundry : Berthold Type Foundry
  - Baskerville : G. Peignot et Fils
  - Linotype



⑥ BELL CENTENNIAL

- Designer : Michael Carter
- Type Classification : Sans-Serif, grotesque, humanist
- Year of Design : 1975 - 78
- Foundry : Mergenthaler Linotype
  - By AT&T



(7) BELL GOTHIC (Replaced by Bell Centennial)

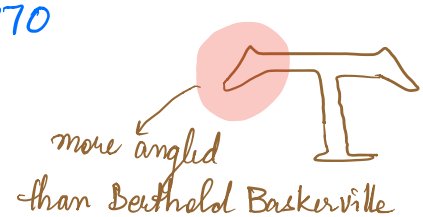
- Designer : Chauncey H. Griffith
- Type Classification : Sans-serif, realist
- Year of Design : 1938
- Foundry : Mergenthaler Linotype
  - AT&T

(8) BEMBO

- Designer : Stanley Morrison, Francesco Griffo, Giovanni Antonio Tagliente, Monotype drawing office, Alfred Fairbank
- Type Classification : Serif, old-style
  - Aldus Manutius, Frank Hinman Pierpont
- Year of Design : 1929
- Foundry : Monotype

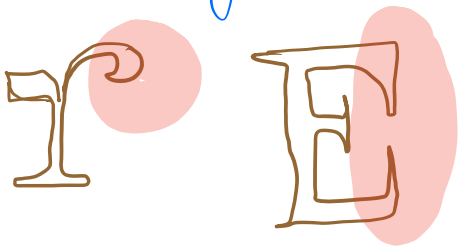
(9) CASLON (ADOBE)

- Designer : Carol Twombly
- Type Classification : Serif, old-style
- Year of Design : 1722, 1734-1770
- Foundry : Adobe
  - Caslon Type Foundry

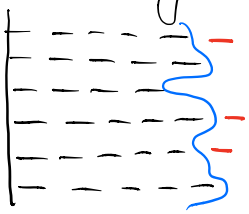


(10) CENTURY EXPANDED

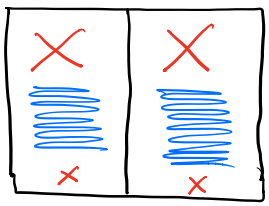
- Designer : Morris Fuller Benton, Linn Boyd Benton
- Type Classification : Serif, Modern
- Year of Design : 1900–1909
- Foundry : American Type Founders, Linotype, Monotype



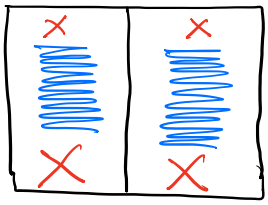
- While using rag type, try to avoid hyphenation.



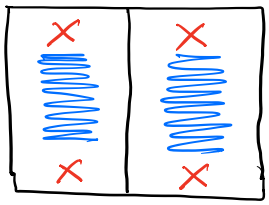
- Observe the balance between the top & bottom of the page



(More -ve space on top)



(More -ve space at the bottom)



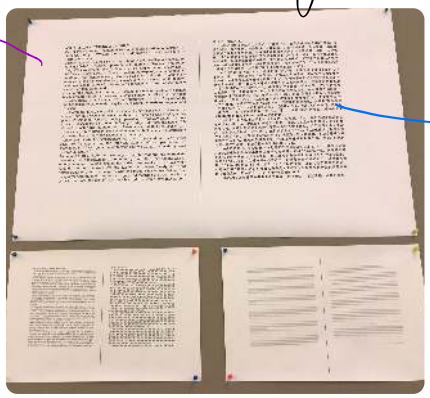
(Equal -ve space on top & bottom)

- Typography always requires a white space to be effective

- Centaur has a classic log m-dash.
- Review on my work — you could have chosen a traditional Chinese type

Text: Creative Confidence by Tom Kelley

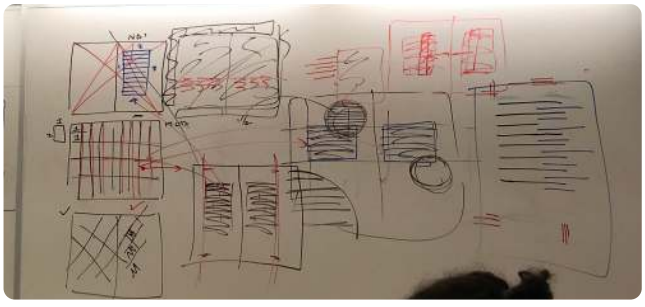
Font: Barkentina by Kiril Zlatkov

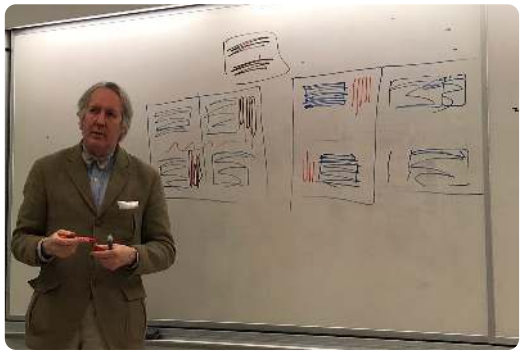


Text: Tipping Point by Malcolm Gladwell

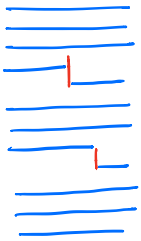
Font: Xi Que'juzhenti (see-chue-ju-jen)

- When you blend two texts in one, think about the choice of your text.
- Funny thing about Typography, "If you keep abusing it, it finally gives in".
  — William Berington
  (context - when type orientation doesn't look right, keep modifying)





- Paragraphing style



→ next para starts from where prev. one ends.

- 9 types of printing techniques :
  - Digital (mostly used today)
  - Letterpress (mostly used in the early days)
- Opacity vs Gray color → use gray instead. Opacity draws text through dots. Text doesn't like that.
- RGB → value from (0,0,0) to (255,255,255)
  - together form a perfect white.
- CMY(K) → value from 0% to 100%
  - together don't form a perfect black. So, added this black to complete the spectrum.

[BEN DAY PATTERNS]
(dot patterns)

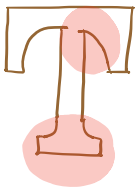
Due Feb 25

- Assignment for next week : Pg-17.
  - Use an image & create 22x34 in poster (pic + type)
  - Use Shakespeare's (title + text)

- Class Text : Next 5 typefaces
  - ↳ Clarendon, Cochin, Courier, Didot (Linotype), Din.

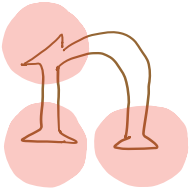
(11) CLARENDON

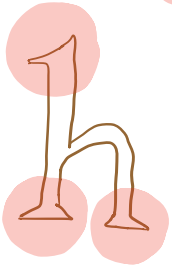
- Designer : Robert Besley (Heermann)
- Type Classification : Slab Serif : Humanist
- Year of Design : 1845 (1953)
- Foundry : Fann Street (Linotype)



(12) COCHIN

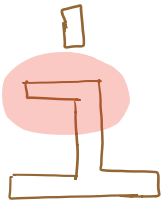
- Designer : Georges Peignot, Matthew Carter
- Type Classification : Serif : Transitional
- Year of Design : 1912
- Foundry : G. Peignot et Fils, Linotype
  - Deberny & Peignot





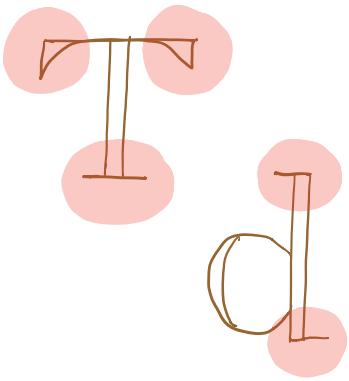
(13) COURIER

- Designer : Howard "Bud" Keller
- Type Classification : Slab serif, monospaced
  - Contemporary
- Year of Design : 1955
- Foundry : IBM, Adobe, Monotype



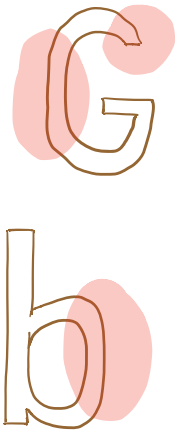
(14) DIDOT (LINOTYPE)

- Designer : Adrian Frutiger
- Type Classification : Serif, Modern, Didone
- Year of Design : 1991
- Foundry : Linotype

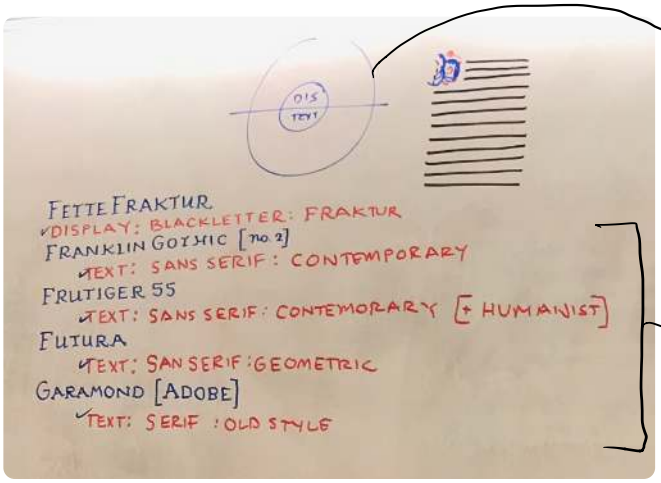


(15) DIN (Din 1451)

- Designer : DIN, Prussian Railway Corp
- Type Classification : Sans-Serif : Contemporary
- Year of Design : 1931, 1936
- Foundry : FontFont, Linotype GmbH, URW

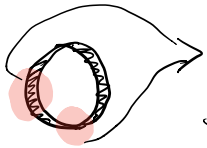


25 Feb. 2019



Every typeface is either a Display or a Text
↳ Decorative

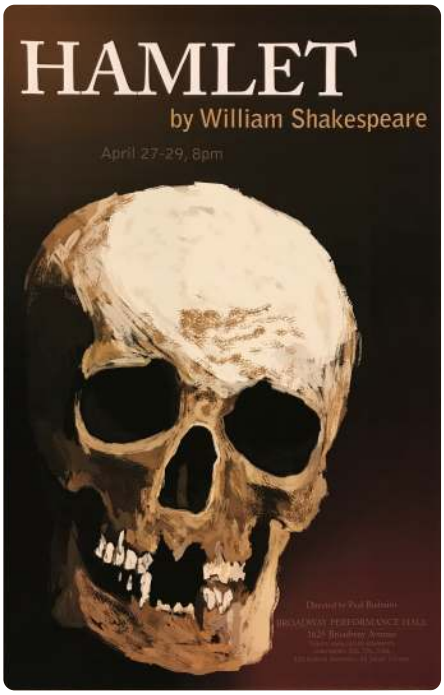
Fonts for Next Week
↳ Foundry ✗
↳ 2 characteristics of type +

- Think of contemporary font : conventional/original look.
  So, if you were to choose 2 fonts, take :
  1 Serif : Contemporary
  1 Sans-Serif : Contemporary
  ↳ Contemporary fonts are very modular, like : Helvetica
- Geometric fonts are less legible. eg: "g" in Futura used to look like → pure geometry
- Slab-serif : good for screen fonts
- Humanist : ∃ variation in line stress  Diff^t Stress
- Script was invented in the Industrial Revolution
  ↳ So much writing — designed to be written with speed
  ↳ for secretaries — used tables with 30" height

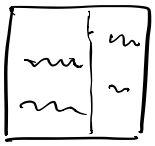
- Black Letter : based on core German font

— ∞ —

✱ Comments on posters
↳ When designing for a large scale, create a thumbnail version & visualize it



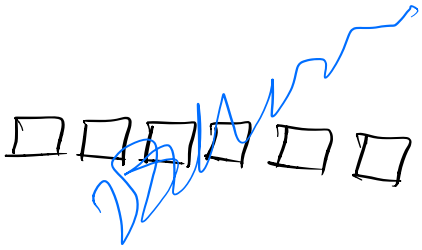
- You want to create sth you can look at everyday
- The idea of 1+1 = 1
  ↳ Many elements are working together to create one visual identity
- Try to create a oneness
  ↳ Right now, its 1 + 1 = 2
  Img Text
- See the offset line & build as per that

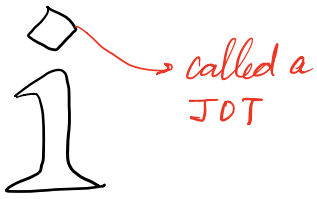


- Try to reduce the intensity of the piece.
  ↳ Put water over it, take multiple pictures of it, see how it looks — experiment

- Edward Leida
  - Artist doing great typographic work

- Things that always work :
  - A block of characters & script running over it. eg : English character running over block of Chinese.



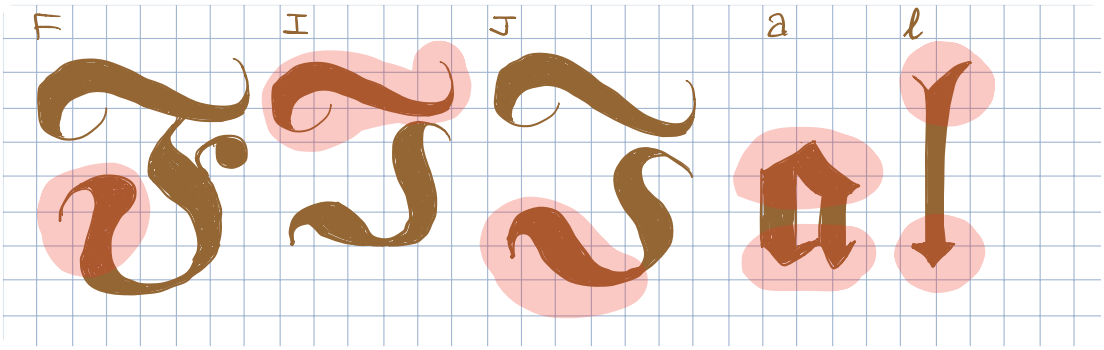
- 

04 Mar 2019

✱ FONTS

(16) FETTE FRAKTUR

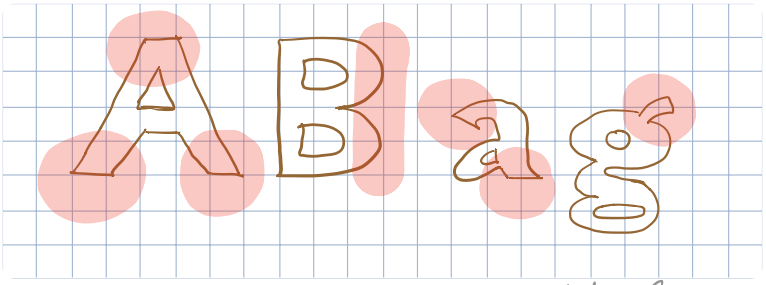
- Designer : Johann Christian Bauer
- Type Classification : Display : Blackletter : Fraktur
  - ↳ used in normal writing by Germans
- Year of Design : 1850
- 2 characteristics of type : Curvy capitals, boxy small
  : Thick block look



wikipedia, fontspace.com

(17) FRANKLIN GOTHIC (NO. 2)

- Designer : Morris Fuller Benton
- Type Classification : Text : Sans-serif : Contemporary
- Year of Design : 1902
- 2 characteristics of type : Bold & block style
  : Difficult to read in 12 pts. (H1 ✓)

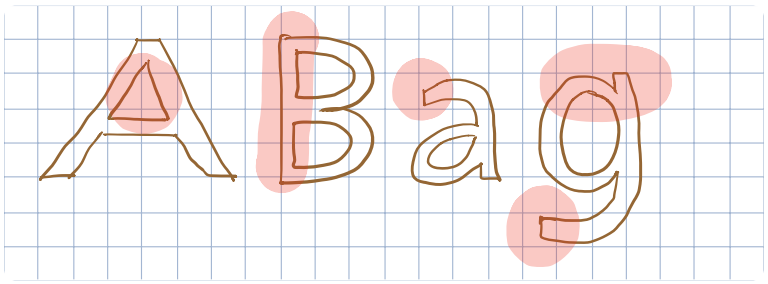


identifont.com

: g has a unique look

(18) FRUTIGER 55

- Designer : Adrian Frutiger
- Type Classification : Text : Sans-Serif : Contemporary (+ Humanist)
- Year of Design : 1985 → 1975-76
- 2 characteristics of type : Medium weight
  : No curves ALMOST anywhere

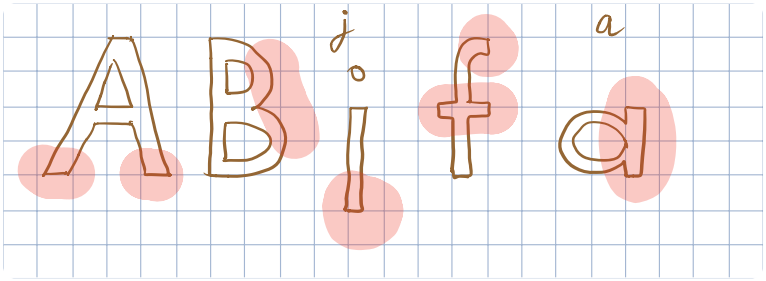


linotype.com

: Bevington was the first to use it in design studio
: Used in airports today
: It's an open "g"

(19) FUTURA

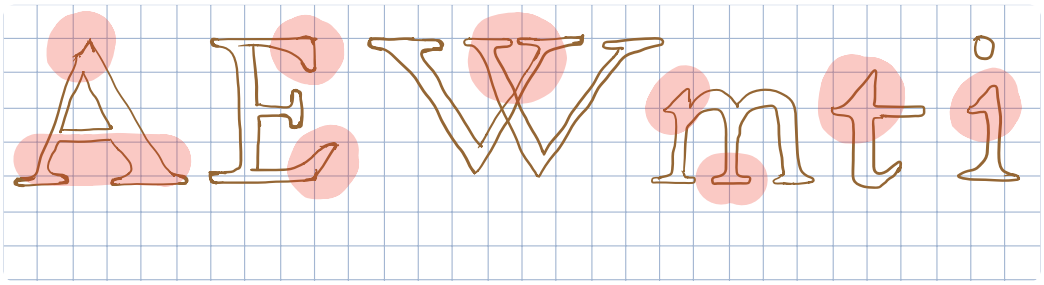
- Designer : Paul Renner
- Type Classification : Text : Sans-Serif : Geometric
- Year of Design : 1927 (1936)
- 2 characteristics of type : Compact letters
  : No curves at all (except for g)



linotype.com

(20) GARAMOND (ADOBE)

- Designer : Claude Garamond, Robert Slimbach
- Type Classification : Text : Serif : Old-Style
- Year of Design : 1989
- 2 characteristics of type : Angled cut in small letters
  : Letters terminate in curved serif



fonts.com, fonts.adobe.com

— x —

11 Mar 2019

- Cooper Union type style : Helvetica + Garamond
- To make the type a little larger/smaller, trick : 95 – 102
  - 2% larger & 3% lower
  - Always works
- News Gothic – good for all CAPS
- Trajan : Used a lot in the movies.

- Type started with Upper case. But capital writing over & over led to lower case.

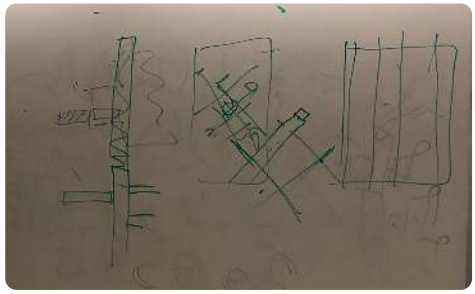
- Quantitative poetry : the lines are of the same length.
- When creating a series (set of 3), try to keep the type consistent.

→ Flower + x-ray visual : very humanistic

- When the user awareness ↑, you can cheat with the clarity

- Trick : When you select an object in InDesign, it shows the selection in complementary color. So, it gives a good sense of the other color on your piece.

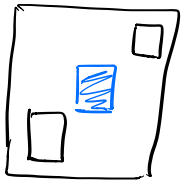
- White will always be the most powerful contrasting color. So, use it to create contrast.



- Human eye perception : we see horizontal lines thicker than vertical.

- My critique
  - Mark Antony should not point at the font.
  - Support type in Hamlet is very low color
    - Keep it below Date & Rt. align the skull

- ⌐ : L placement is not a happy thing in graphic design



- Think about the division of space.
- Romeo & Juliet → use & to create a heart shape

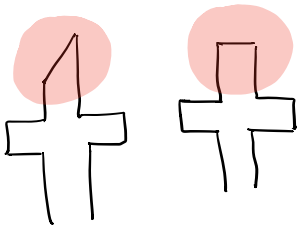
✡ Propaganda Series — I want you (Advertisement)
(#3) ↳ Germany, America
- Environmental issues, social issues

Advocacy posters
↳ It should have a call to action.
↳ Do 1, get critique & then do 3.

✡ Complete the required reading
↳ See syllabus

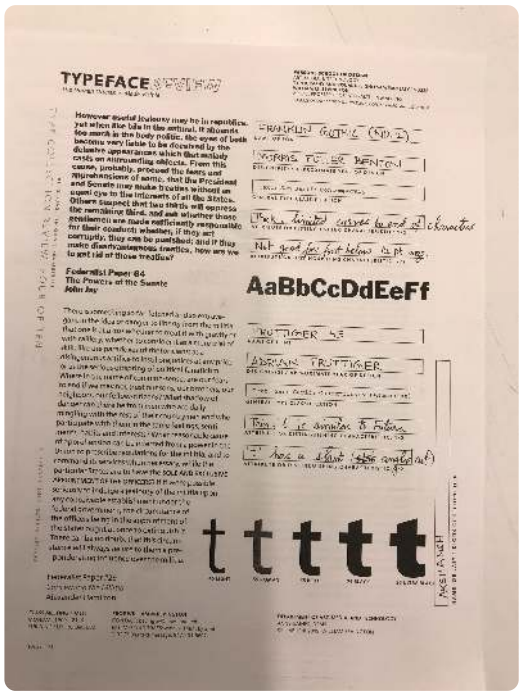
25 Mar 2019

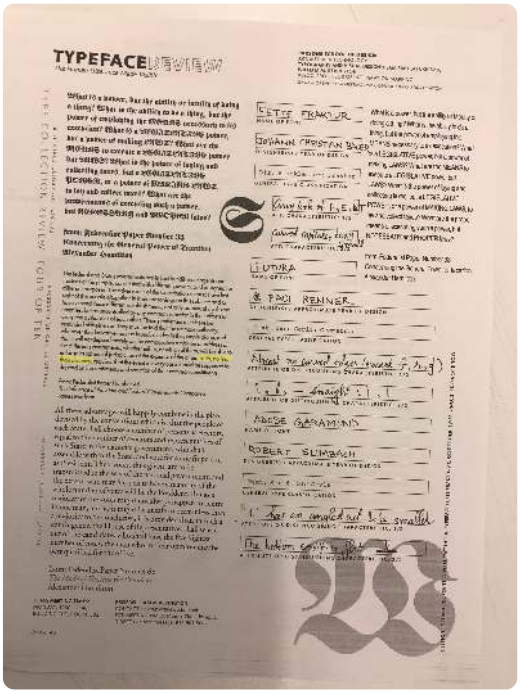
* Quick way to check the type of sans-serif —



- Type test passage references
  - Federalist Paper Number 33 [by Alexander Hamilton]
    - Crucial document to understand the history of Constitution
- American schools don't teach cursive writing anymore.
- $ sign history: US → $

  Typographically, it was difficult to write, So, they split the U → $ ($)
  Then, it came down to $
- Latin doesn't have a 'j': it came later. It sounded similar to 'i'. That's why text look of I & J in Fette Fraktur is similar.





- Fonts for next week:
  - Gill Sans: Humanist, Sans Serif
  - Goudy Old Style: Old Style, Serif
  - Granjon: Text: Serif: Old Style
  - Helvetica (Neue): Text: Sans-Serif, Contemporary
  - ITC Galliard: Text, Serif, Old Style
    - ↳ O number is a perfect circle

- ITC Galliard came from Persian writing of Arabic 0 I 2 3 ... . When it came to the West, they just flipped the font to read from the left. 0 I 2 3 kind of how Arabic was written ←

✗ PROPAGANDA

↳ In American writing, it's not considered a good thing.

↳ The idea is to be informative

- The racing pattern in Europe vs America.

  EU: Cars, bikes go on a route

  USA: We want to sit & see – constant entertainment

Create a perspective of jumping over the wall.

Create a block

Change colors & pic for the series

- Center type is formal & delicate.

  ↳ Use it carefully.

- It's not natural to think about it : a typewriter has just one font. So, if they need 2 fonts on a webpage, you need 2 typewriters.

- The thing about series : Make one thing work perfectly & let others follow the pattern.

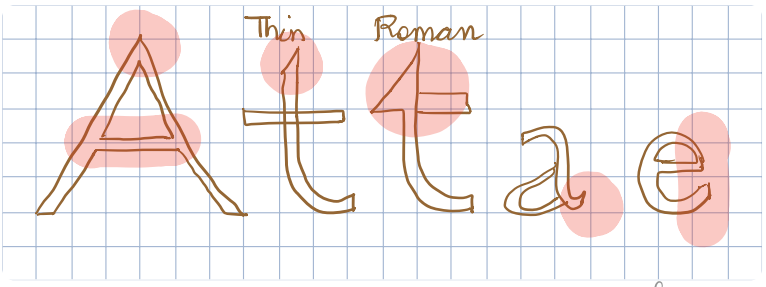
→ — You are appropriating it & not creating original content.
— A series can be a group of propaganda posters from history & changing the text.
— It won't teach a lot about graphic design.

31 Mar 2019

✱ FONTS

(21) GILL SANS

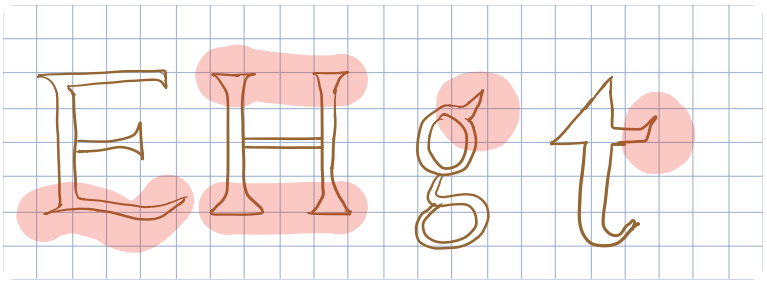
- Designer : Eric Gill
- Type Classification : Text : Sans-Serif : Humanist
- Year of Design : 1926-28
- 2 characteristics of type : 't' has a chip on top → Sans Serif
  : Roman : bold for para text
  : Rounded g
  : Gill Sans Ultra Bold font is ridiculous. Don't use it.



wikipedia

(22) GOUDY OLD STYLE

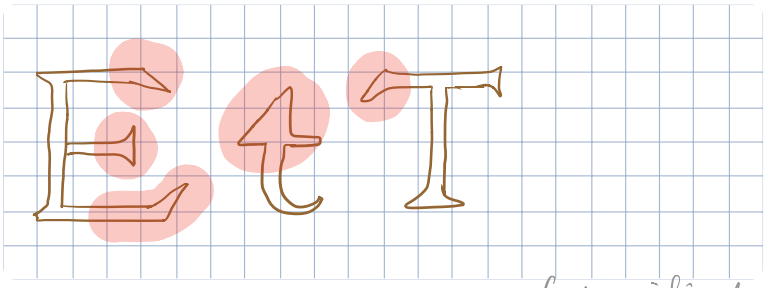
- Designer : Frederic W. Goudy
- Type Classification : Text : Serif : Old-Style
- Year of Design : 1915
- 2 characteristics of type : Curvy bottom for capitals
  : 'g' has a curve to it
  : works for both large & small pts.



wikipedia

(23) GRANJON

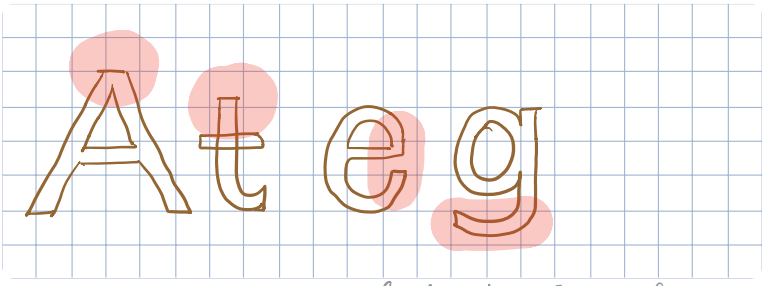
- Designer : George W. Jones (Roman, Italic) + Chauncey H. Griffith (bold)
- Type Classification : Text : Sans-Serif : Humanist
- Year of Design : 1928
- 2 characteristics of type : 't' has a chip on top
  : 'T' & 'A' have a slight chip on top



myfonts, wikipedia

(24) HELVETICA NEUE (True Type Face) → Consistent weights b/w pt. sizes

- Designer : Max Miedinger
- Type Classification : Text : Sans-Serif : Contemporary
- Year of Design : 1957
- 2 characteristics of type : 't' doesn't have a top cut
  : Limited curves in text

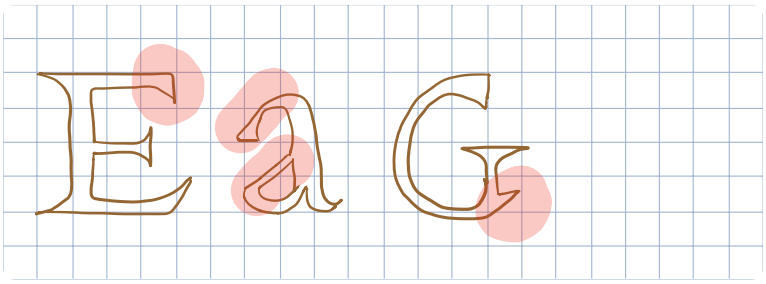


: Simple 'g' instead of rounded

myfonts, typedia, wikipedia

(25) ITC GALLIARD → Based from Granjon

- Designer : Robert Granjon, Matthew Carter
- Type Classification : Text : Serif : Old Style
- Year of Design : 1978
- 2 characteristics of type : Capital letters nodes face down (not angled)
  : 'a' is more choppy looking



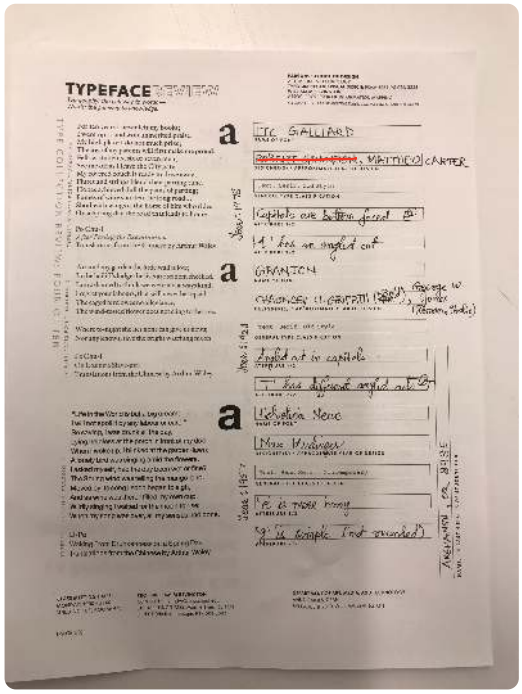
: 'G' has an extra segment coming out

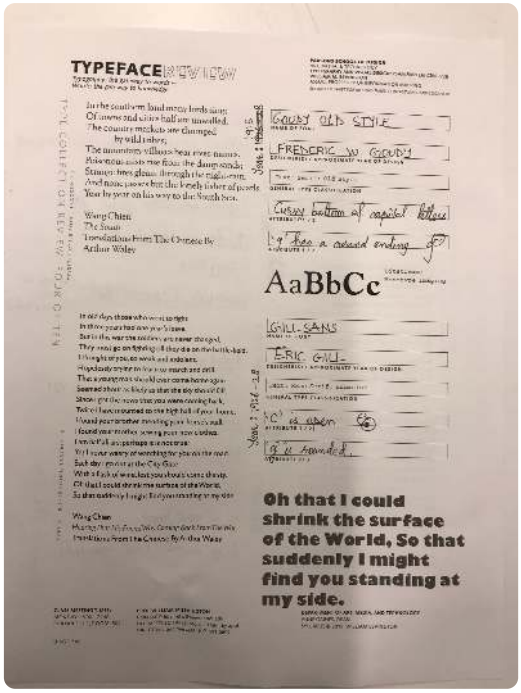
fonts.com, wikipedia

— x —

01 Apr. 2019

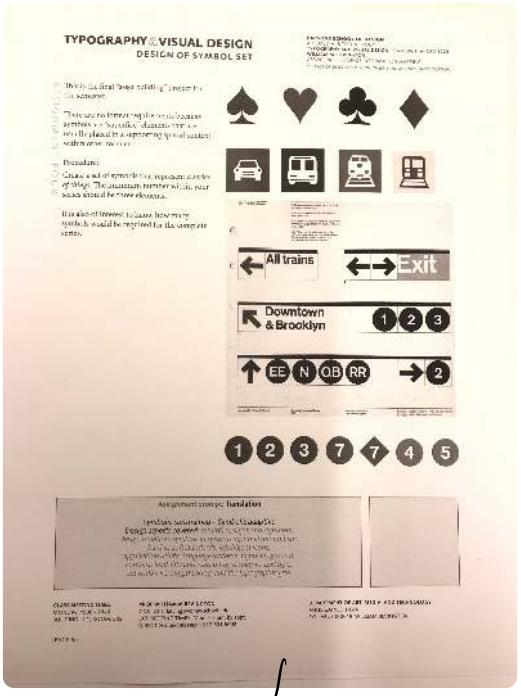
✡ TYPE TEST





✡ Fonts for next week

1. Joanna : Text : Serif : Transitional
2. Janson : Text : Serif : Old Style
3. Jenson : Text : Serif : Old Style
4. Linotype Centennial : Text : Serif : Transitional + Modern
5. Meta : Text : Sans Serif : Humanist



✡ Assignment for next week

- Come up with a series of symbols that can be used in a collection.
- Find something which doesn't exist as a series
  - eg: a series for the periodic table.
- Present 3-4 elements in the series

↳ Print 3×3 in. (no format req'd – but printed)

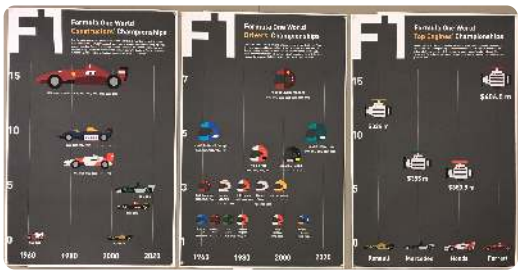
✡ Critique on my submission

- Mouse cursor is getting lost
- Smoking : strongest piece
- "You ate the bees instead of honey".
- Has a Pulp Fiction graphic quality
- Used a lot of sketches
- Create an online piece — digital is more interactive & relevant.
  - ↳ Relate the 3 pieces

CHALLENGE : Make the 3 pieces randomized & digitally interactive.

- Great pieces

↳ Great color choice

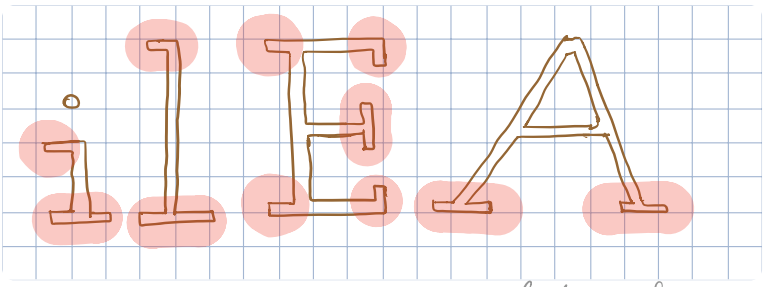


08 Apr. 2019

✲ FONTS

(26) JOANNA

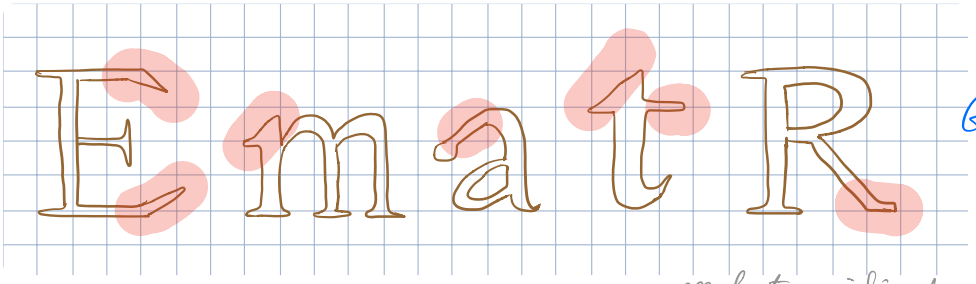
- Designer : Eric Gill → Designer of Gill Sans
- Type Classification : Text : Serif : Transitional
- Year of Design : 1930-31 → 2001 (Published)
- 2 characteristics of type : Straight arms & line endings
  : Thin serif font
  : great for children books



myfonts, wikipedia

(27) JANSON

- Designer : Miklós Kís & Chauncey H. Griffith
- Type Classification : Text : Serif : Old-Style
- Year of Design : ~~2000~~ 1690
- 2 characteristics of type : Big angle cut on capitals
  : Straight cut in 'a'
  : Thin serif endings

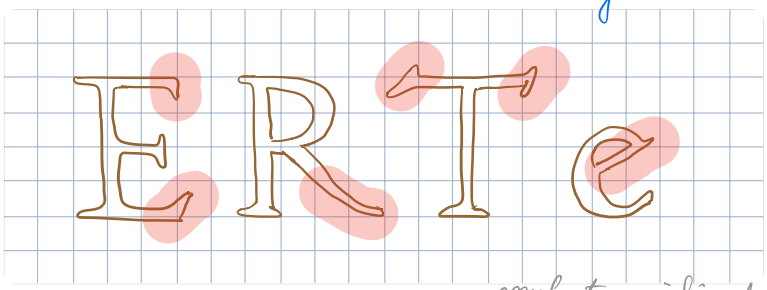


: similar to Garamond

myfonts, wikipedia

(28) JENSON (Adobe version)

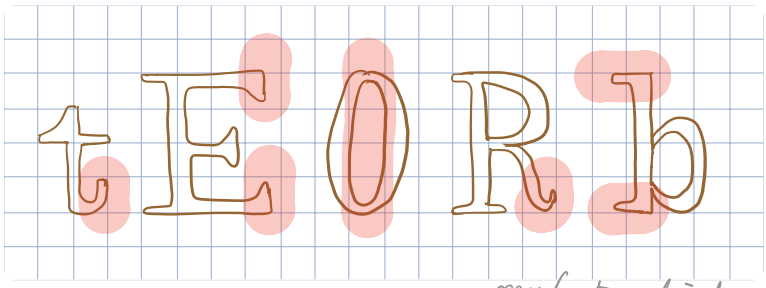
- Designer : Robert Slimbach Nicolas Jenson
- Type Classification : Text : Serif : Old-Style
- Year of Design : 1996, 1470
- 2 characteristics of type : Soft ending of 'R'
  : Angled cut in 'T'
  : angled 'e'



myfonts, wikipedia

(29) LINOTYPE CENTENNIAL

- Designer : Adrian Frutiger
- Type Classification : Text : Serif : Transitional + Modern
- Year of Design : 1986 (~~2000~~)
- 2 characteristics of type : Compact serif look
  : 't' ending very curved

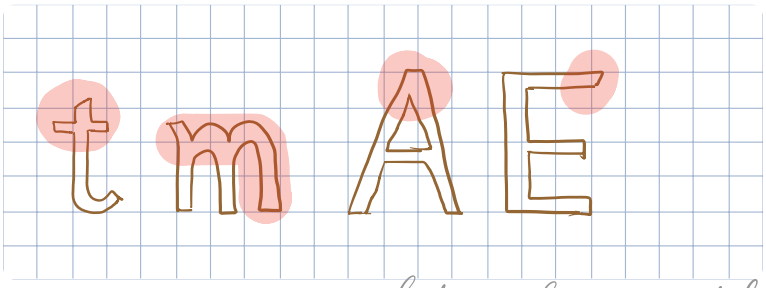


myfonts, linotype

: Straight cuts in small letter endings
: Great for small captions
: Use with orangy-red, gray

30 META (FF Meta)

- Designer : Eric Spiekermann
- Type Classification : Text : Sans-Serif : Humanist
- Year of Design : 1991 (~~2000~~)
- 2 characteristics of type : Large x-height
  : Unfinished endings of small letters



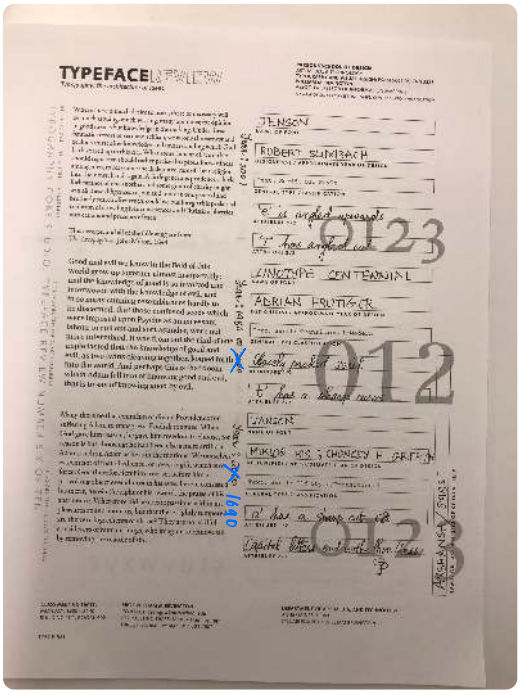
myfonts, wikipedia, adobe

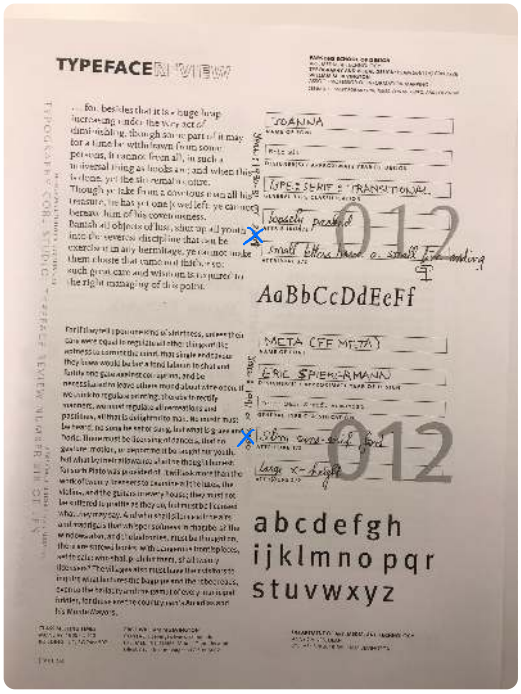
: Compact sans-serif look
: Apple's old type-face
: Dense letters

—×—

08 Apr. 2019

TYPE TEST



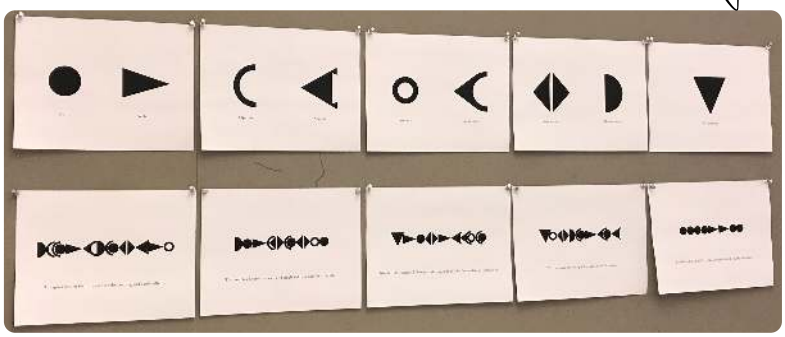


—x—

§ Icons

↳ Idea: Use a set of small elements & try to build the icon set using that

* Icon Idea: create your version of sign language
  ↳ Taxonomy series, sentence mapping



→ Series of expressions

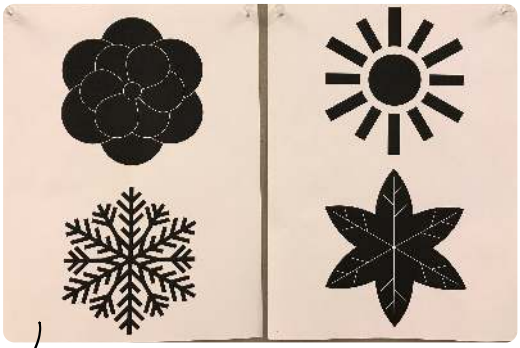
It's a technique, think about series.

→ location
Chat
SMS
To-do

Set : Communication Devices

✱ Design 2 posters (series) using the icon series.
↳ Idea : Create an infographic
: Communication poster with all elements a part of it.

↳ Series of planets + axes + moons



↳ Series of seasons

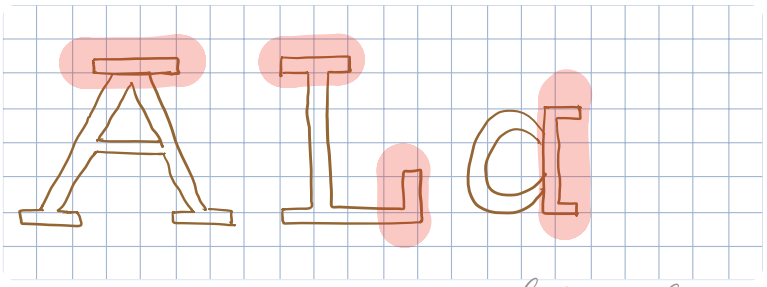
Series of chairs

12 Apr. 2019

✡ FONTS

(31) MEMPHIS → Great font in dark shades

- Designer : Dr. Rudolf Wolf
- Type Classification : Text : Slab-Serif : Geometric
- Year of Design : 1929
- 2 characteristics of type : Straight cuts on all endings ▭
  : A has a line on top

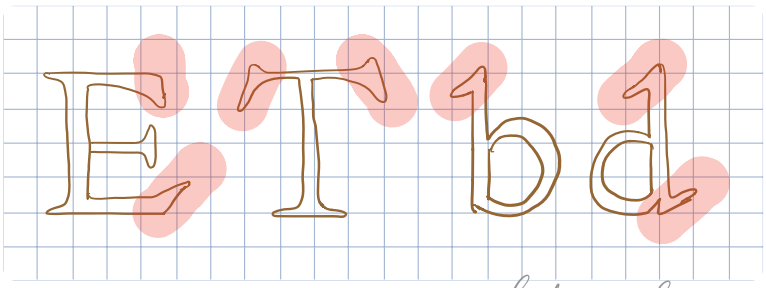


myfonts, wikipedia

: All areas of same line thickness
: a has very unique line ending
: Geometry is very clear
: lower case f is chopped off

(32) MINION (PRO)

- Designer : Robert Slimbach
- Type Classification : Text : Serif : Garalde Old-Style
- Year of Design : 1990
- 2 characteristics of type : Angled cuts for capitals ◿ ⇗
  : Short angled cut for small letters ↰

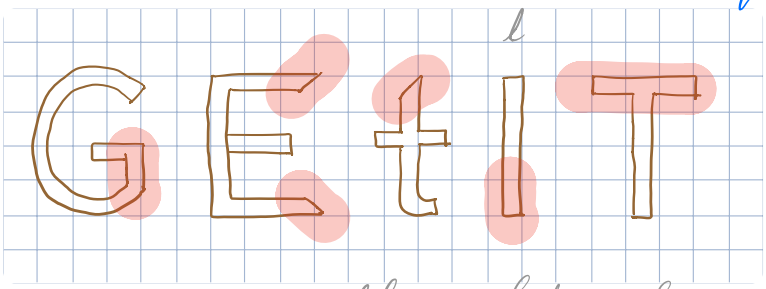


: larger x-height

myfonts, wikipedia

(33) MONOTYPE GROTESQUE → German for Sans-Serif
→ Great for pure sans-serif

- Designer : Frank Hinman Pierpont
- Type Classification : Text : Sans-Serif : ~~Realist~~ Contemporary
- Year of Design : 1926
- 2 characteristics of type : Condensed sans-serif
  : G is unique – boxy cut

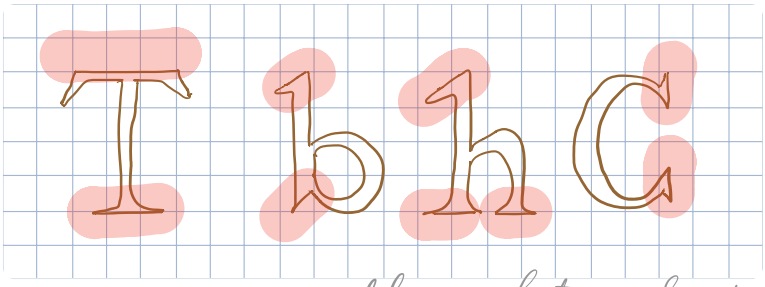


: Looks taller & less wide
: Ends of E have angled cut
: There is a bolder quality to the capitals

adobe, myfonts, wikipedia

(34) MRS. EAVES (Baskerville's unmarried mistress) → Great for Display

- Designer : Zuzana Licko
- Type Classification : Text : Serif : Transitional
- Year of Design : 1996
- 2 characteristics of type : Sharper endings of small letters
  : Letters merge when written

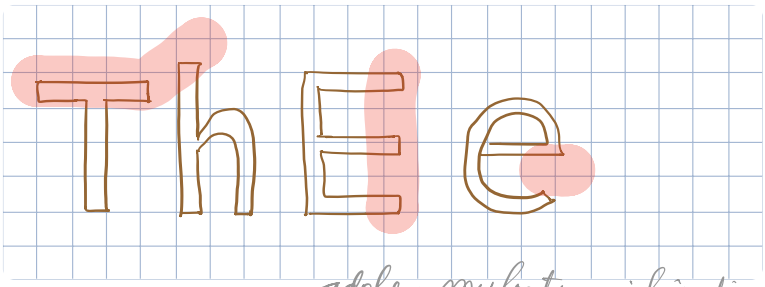


adobe, myfonts, wikipedia

: b has an extra cut at the bottom
: x-height is very small
: Delicate

(35) MYRIAD

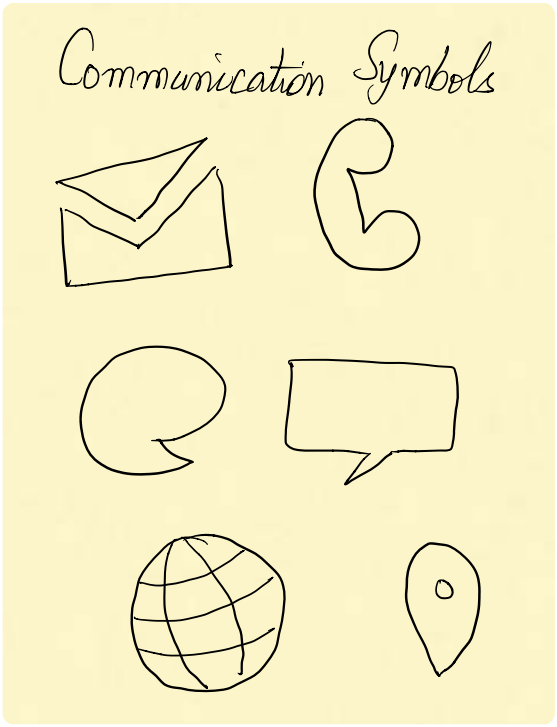
- Designer : Robert Slimbach, Carol Twombly
- Type Classification : Text : Sans-Serif : Humanist
- Year of Design : 1992
- 2 characteristics of type : Cap height of small letters is larger than that of capitals.

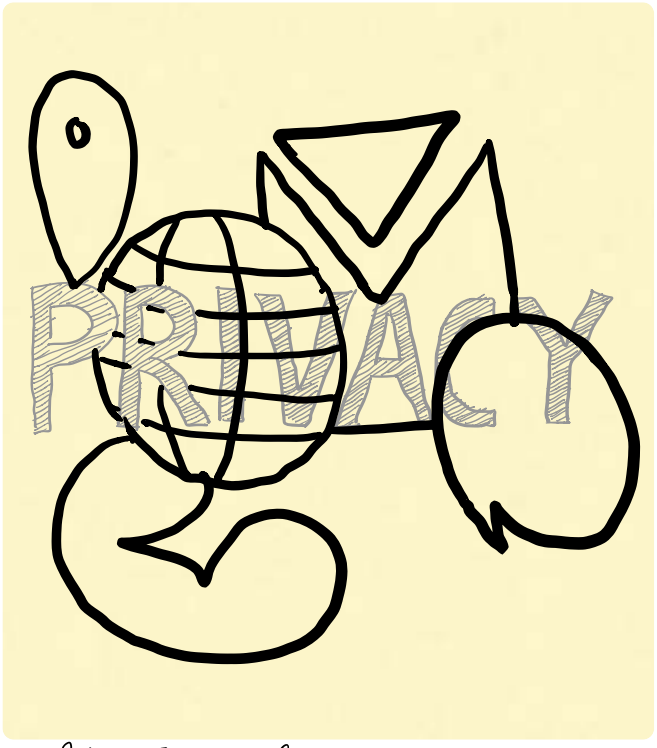


adobe, myfonts, wikipedia

: Large x-height

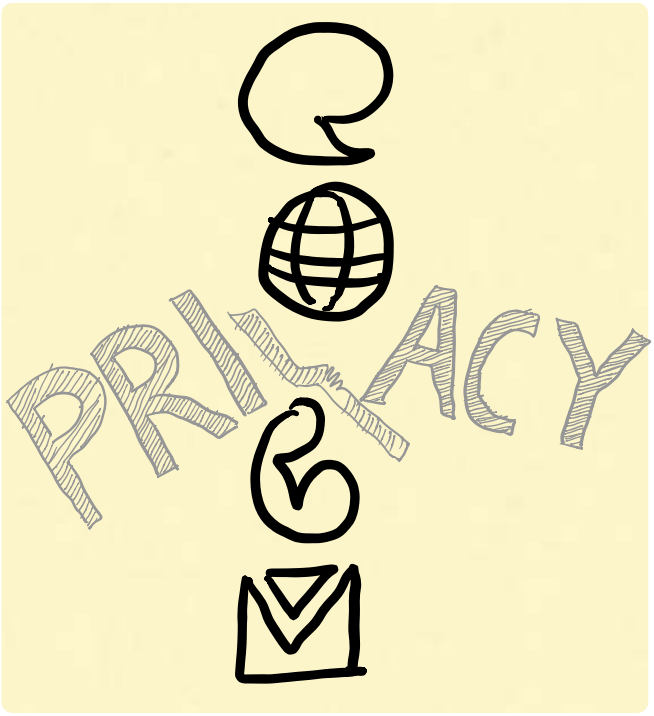
— x —



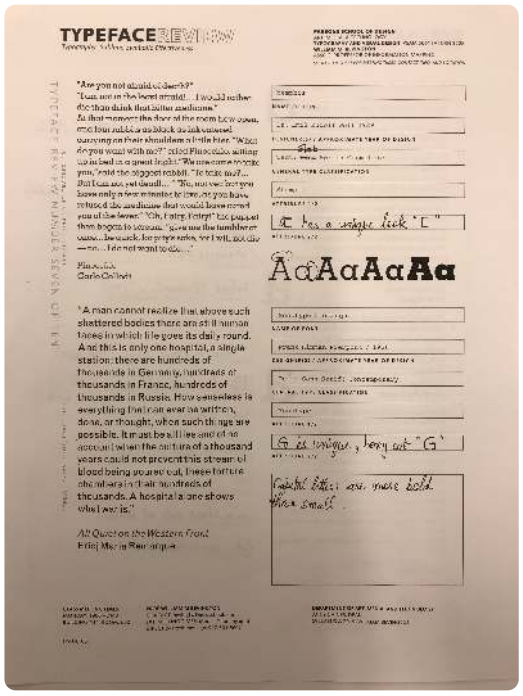


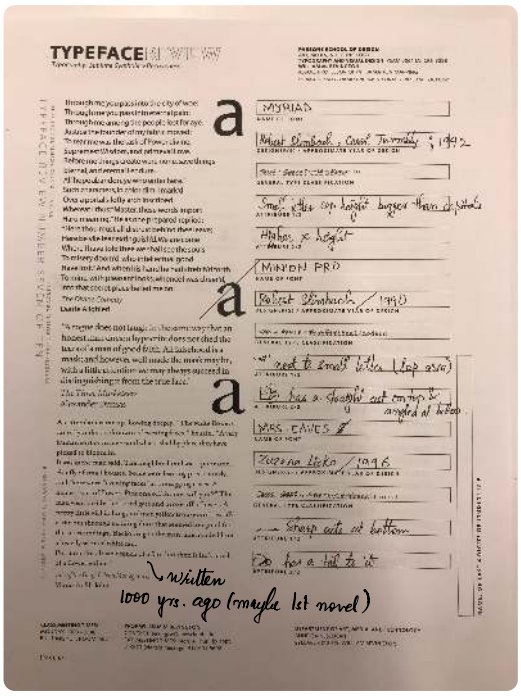
PRIVACY

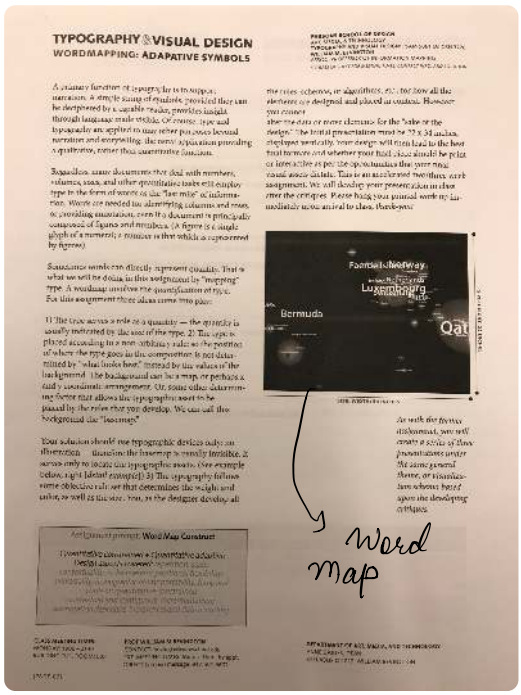
Idea : Privacy has been obscured by the digital surveillance through communication platforms

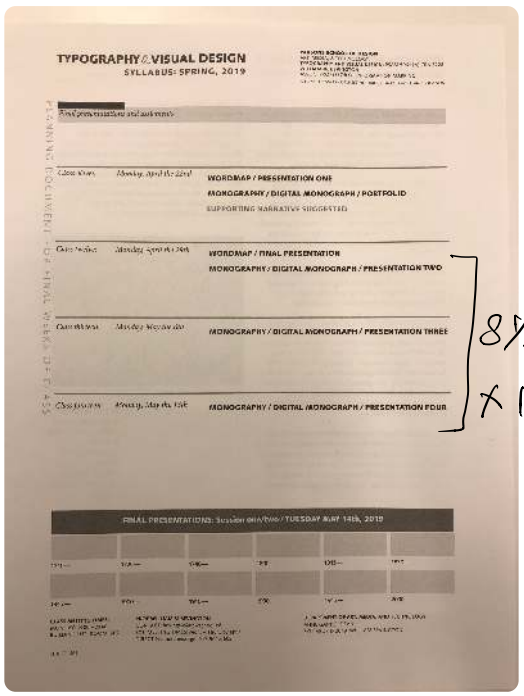


16 Apr. 2019









★ Assignment for next 2 weeks
↳ Create a word map. → Data Viz

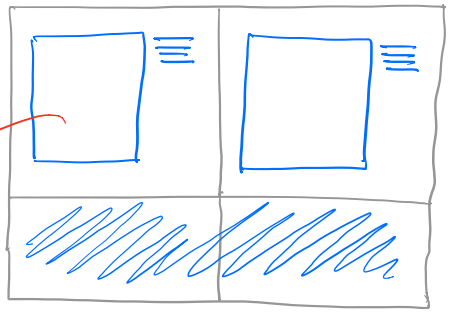
↳ Create a system & have that build a pattern.
↳ Idea: Use Pew Research Data in Tableau.
↳ Don't place type arbitrarily

★ Create the first draft of your monograph page. → printed format

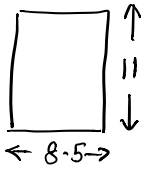
1-2 spreads for next week

↳ Idea: Have your designed work with caption + 1 text running with it, which talks about the design

eg:



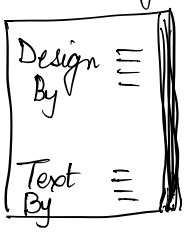
The 12 pieces we did in class.

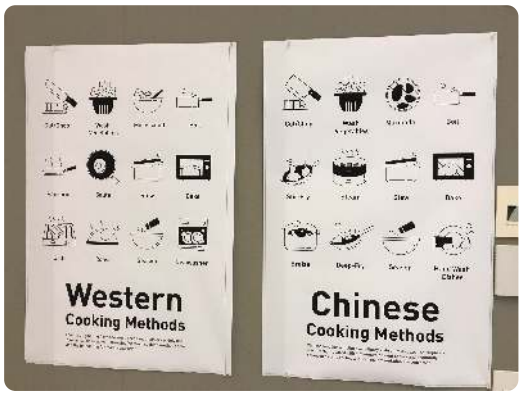


[format doesn't need to be physical. You can create a portfolio link, Instagram account etc]

Idea: build a portfolio & monograph of your collective piece.

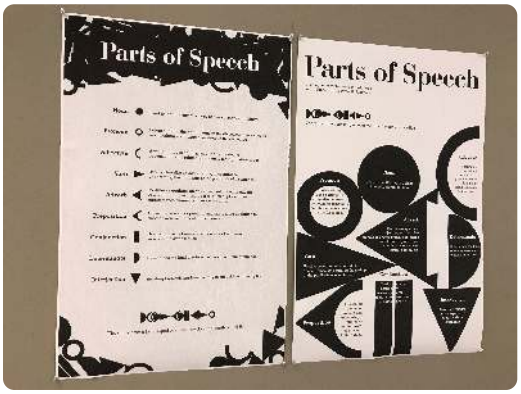
↳ If you want to include other design work in this, you can.
↳ Book cover should show:

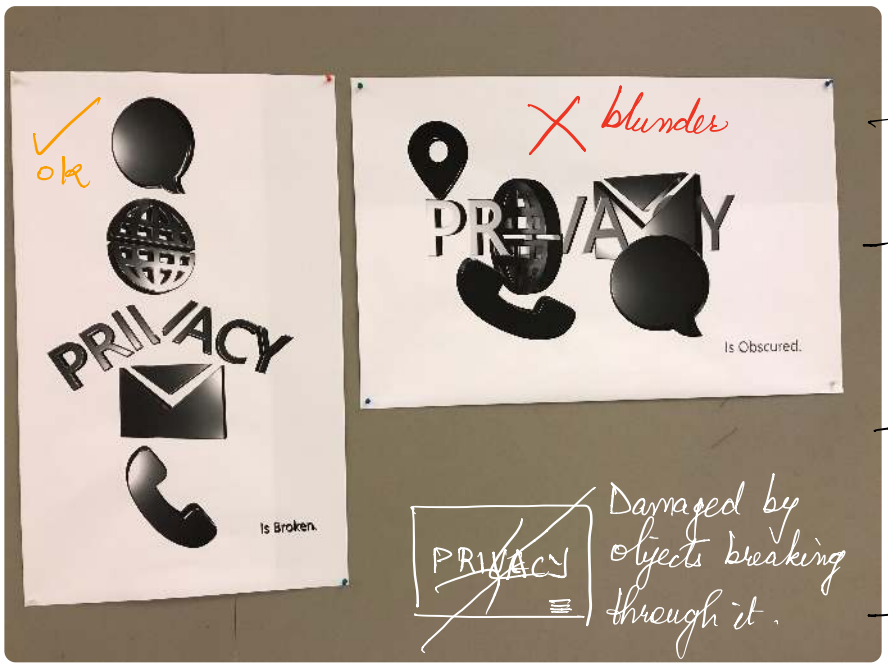




Full

west





PRIVACY

Damaged by objects breaking through it.

- You are overcomplicating your concept.
- The use of assets should have more power than type.
- 3D object invading the space of a 2D object.
- The nature of type & symbol should be diff t
- light should be uniform

- Text seems to be floating.
- ∃ a loose relⁿ b/w symbol & type

- Type should have their own world.

privacy is broken by surveillance & not communicⁿ.

WONDER WHEEL
WONDER WHEEL
WONDER WHEEL
WONDER WHEEL
WONDER WHEEL
CYCLONE
CYCLONE
CYCLONE
CYCLONE
CYCLONE

NOVEMBER
FEBRUARY

黃 bitter greens everyday.
辣 spice it up —

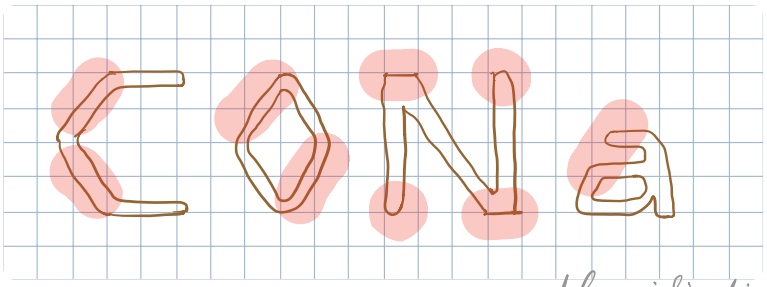
CHAIRS

19 Apr. 2019

✡ FONTS

(36) OCR-A → Optical Character Recognition version A

- Designer : American Type Founders
- Type Classification : Text : Sans-Serif : Geometric
- Year of Design : 1968
- 2 characteristics of type : ◇, [: All characters are straight cuts, no curves anywhere



adobe, wikipedia

: Rounded corners

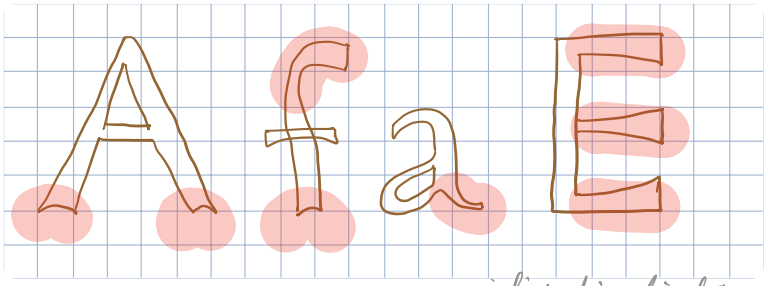
: Monospaced

: Allowed docs to be digitally read

: Still used in cheques

(37) OPTIMA → works for everything

- Designer : Hermann Zapf
- Type Classification : Text : Sans-Serif : Humanist
- Year of Design : 1958
- 2 characteristics of type : Curves at the bottom of capitals
  : Varying thickness in diff^t areas of the text



wikipedia, linotype

: Well spaced

(38) PALATINO (paa-laa-tino)

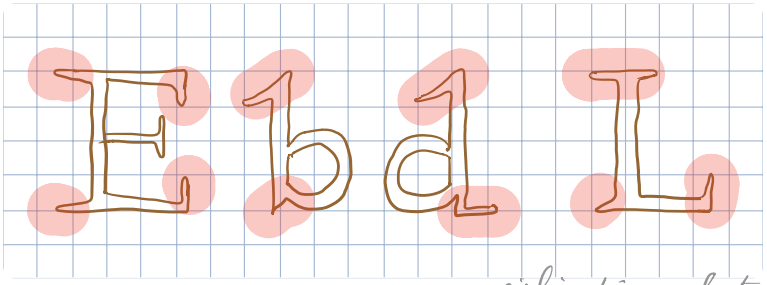
↳ Designer : Hermann Zapf

↳ Type Classification : Text : Serif : Old-Style

↳ Year of Design : 1949

↳ 2 characteristics of type : The serif endings are longer

: angled cut on top of small letters



wikipedia, myfonts

: Flat endings of small letters at the bottom

(39) PEIGNOT (peen-yo) → Used to give a French look

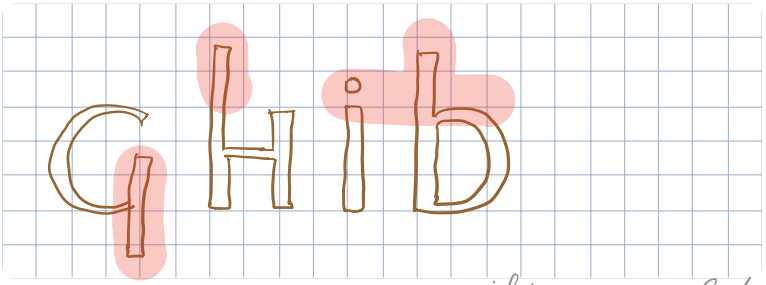
↳ Designer : A.M. Cassandre

↳ Type Classification : Display : Topical : Place Referencing

↳ Year of Design : 1937

↳ 2 characteristics of type : Has only one case (no small)

: Letters with varying heights

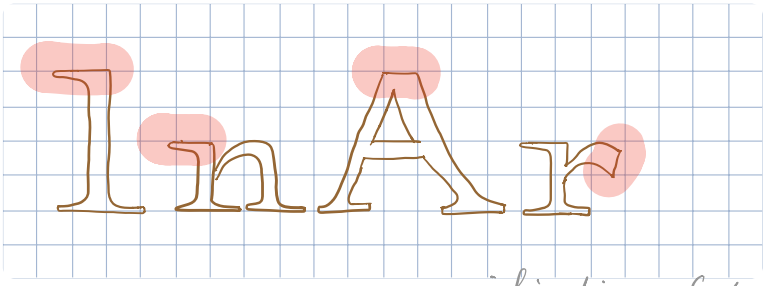


wikipedia, myfonts

: "G" & "H" are unique

(40) PERPETUA

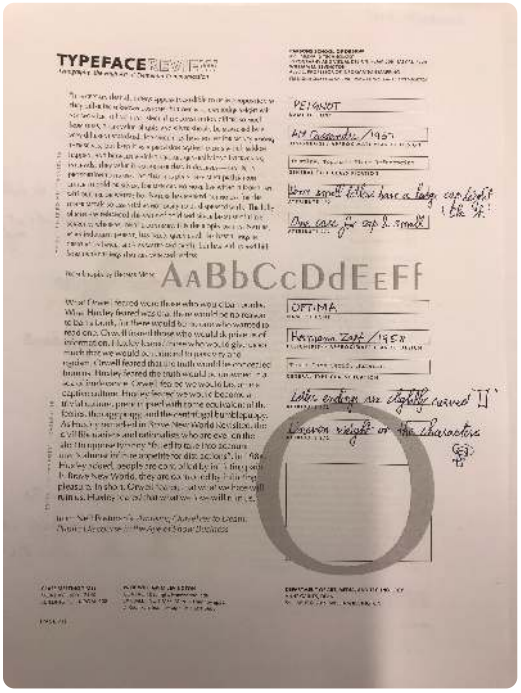
- Designer : Eric Gill
- Type Classification : Text : Serif
- Year of Design : 1929-32
- 2 characteristics of type : Top serif endings are straight (not angled)
  : "A" has a straight cut on top
  : "r" has a sharp cut in front

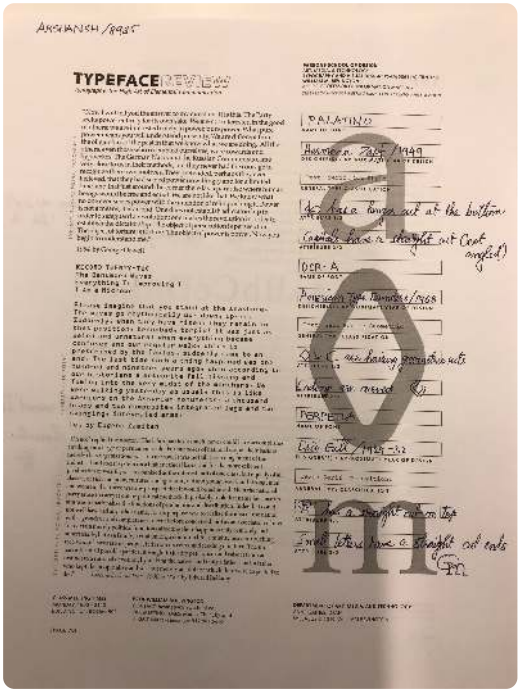


wikipedia, myfonts

— x —

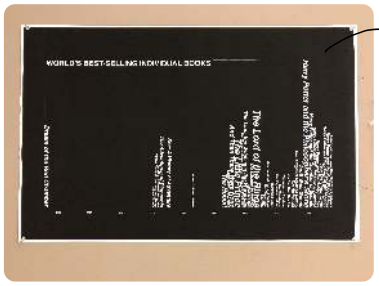
22 Apr. 2019

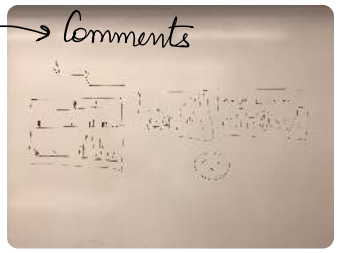


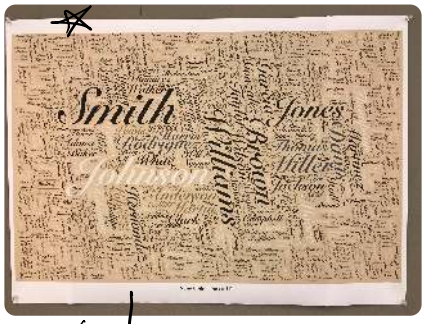


- Quickest ways to identify Old-Style Font : x-height is usually small

✲ Word Maps

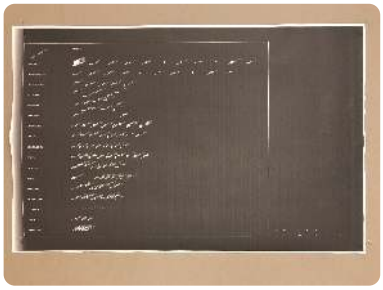






↳ D3.js

Color inspiration from Jackson Pollock

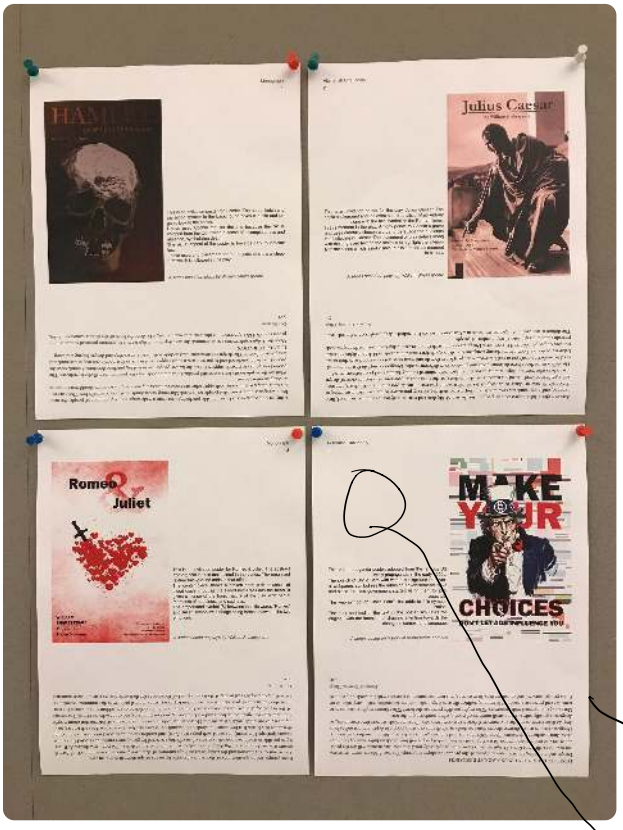


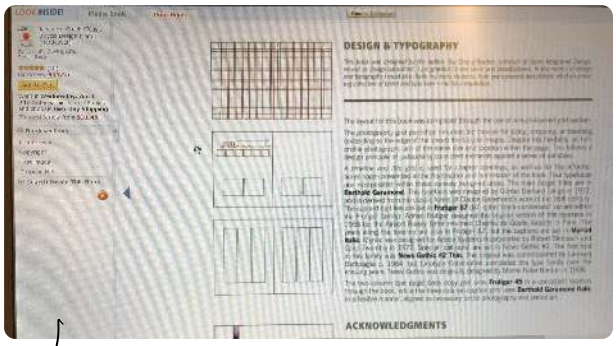
- When you are showing top 10 in your visualiz", try to show the bottom 10 as well to get a perspective

- A key / legend overpowers the piece at times. Your visualiz" should not require the key to explain it (if possible).

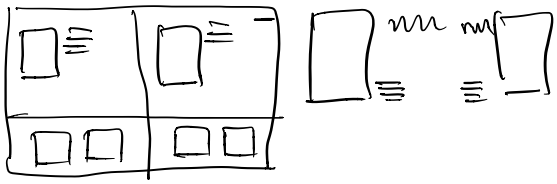
- Try to do a tree-map style
- Think of a narrative system to have connected book of regions
- Bleed the data (crop it)
- Exaggerate your tonality
- Make it horizontal

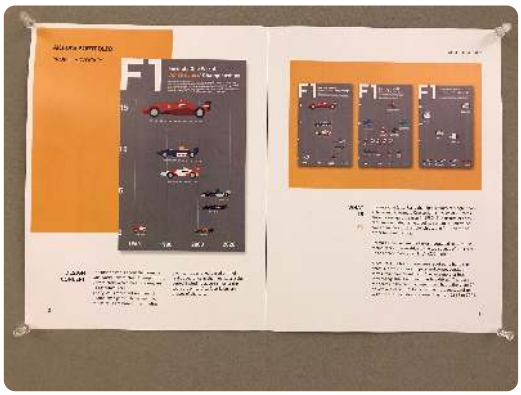
* Music sales is very interesting: In streaming service, the more the view, the lower the value you get.
  - eg: The Beatles got $5 per price & earned ~$160 M
    If it were today, they would earn ~$33 K
    ] such a reduction in value





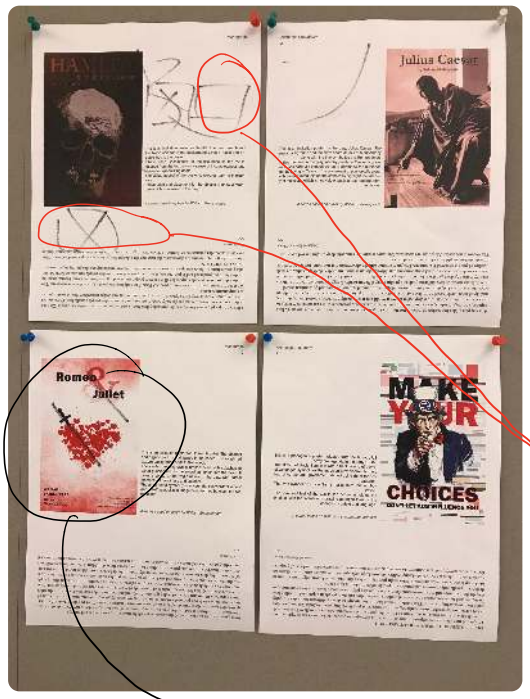
↳ Book design done by William Bevington — discussed the use of typography & the grid styles at the end of the book.

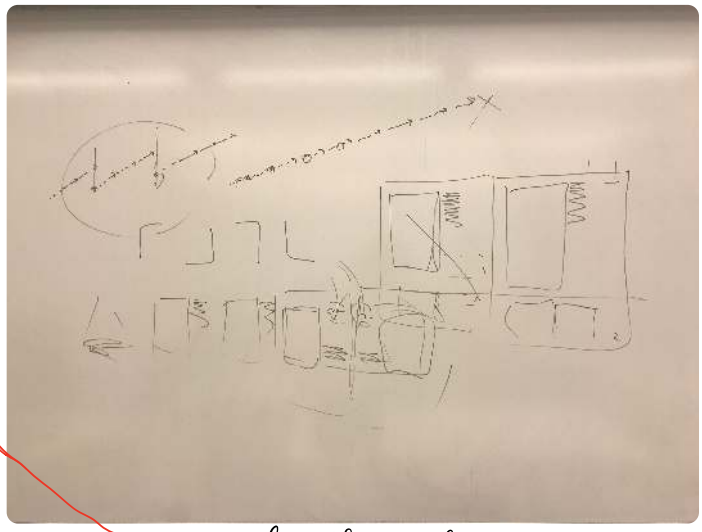




→ dead space → activate it
Do sth that isn't balanced & used sth unbalanced to counter balance it.

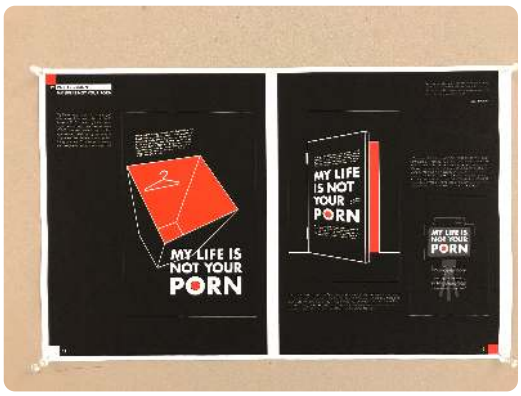
→ The graphics look good in the small size





Make the white space similar

Make the dagger in line with &.



* Next Week:
  1. 3 Word Maps
  2. Final versions of Monograms

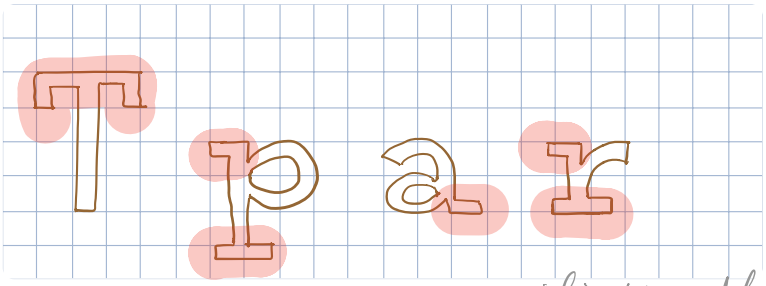
→ Updated from today's comments

27 Apr. 2019

✡ FONTS

(41) ROCKWELL → Great for small captions & labels

- Designer : Monotype Corporation - Morris Fuller Benton
- Type Classification : Text : Serif : Slab serif
- Year of Design : 1934
- 2 characteristics of type : Small letter endings have a long block (▭, ▯)

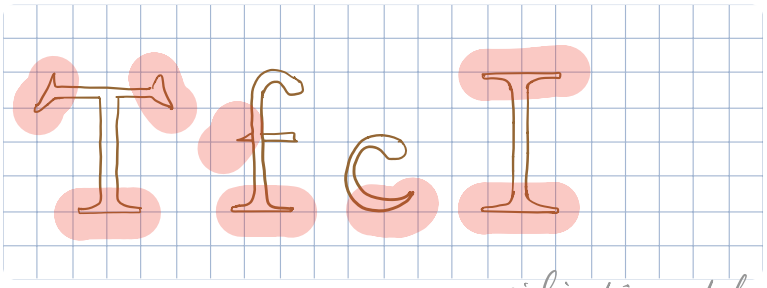


: Only t has an angled cut

wikipedia, adobe

(42) SABON → Great for all-caps, great old-style font

- Designer : Jan Tschichold
- Type Classification : Text : Serif : Old-Style
- Year of Design : 1964-67 → took 3 yrs :: 3 type foundaries collaborated
- 2 characteristics of type : Thick top & thin bottom serif
  : 'f' has an angled cut on one side

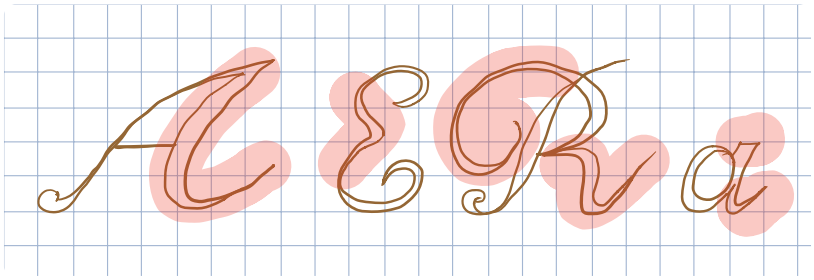


wikipedia, adobe

: Small 'c' has thicker bottom
: W → crossing W

(43) SNELL ROUNDHAND → one of the best script fonts

- Designer : Matthew Carter, Charles Snell
- Type Classification : Display : Freehand : Script
- Year of Design : 1966
- 2 characteristics of type : Handwriting style font

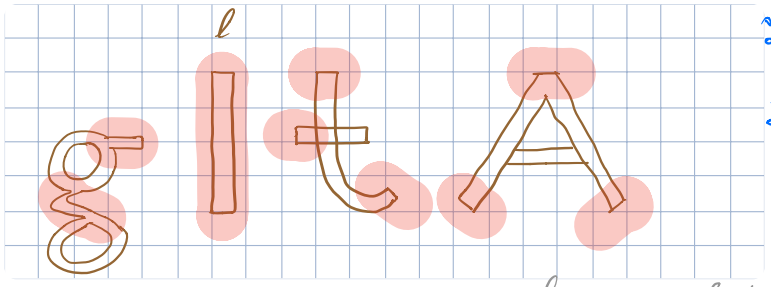


linotype, myfonts

: 'R' has a rounded top
: 'A' ending has a curve
: 'E' has a diff look : more curves

(44) SYNTAX

- Designer : Hans Eduard Meier
- Type Classification : Text : Sans-serif : Humanist
- Year of Design : 1968
- 2 characteristics of type : 'g' has an angled round at the bottom

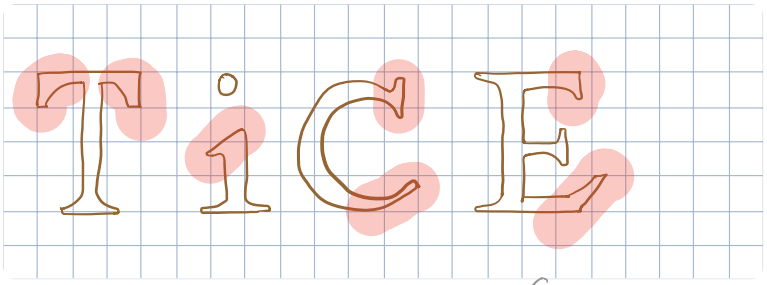


wikipedia, myfonts

: 't' has a straight
: cut is straight or angled based on the angle of the line (⫽ ⊓)

(45) TIMES ROMAN → works great with capitals

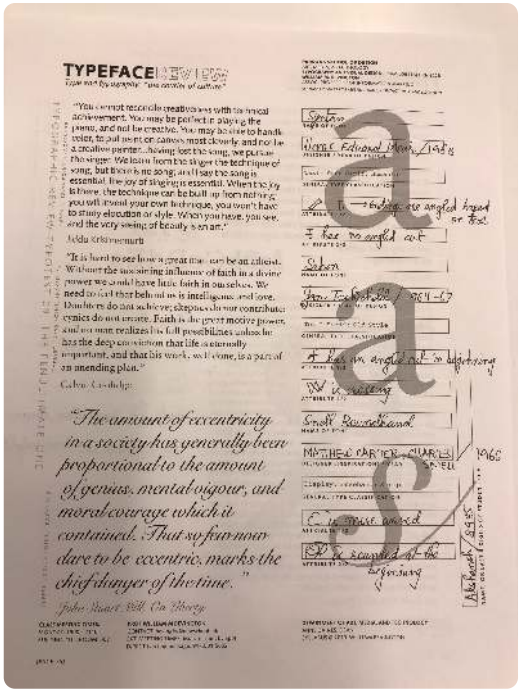
- Designer : Stanley Morison, Victor Lardent
- Type Classification : Text : Serif : Transitional
- Year of Design : 1931
- 2 characteristics of type : Similar to Times New Roman (Monotype)

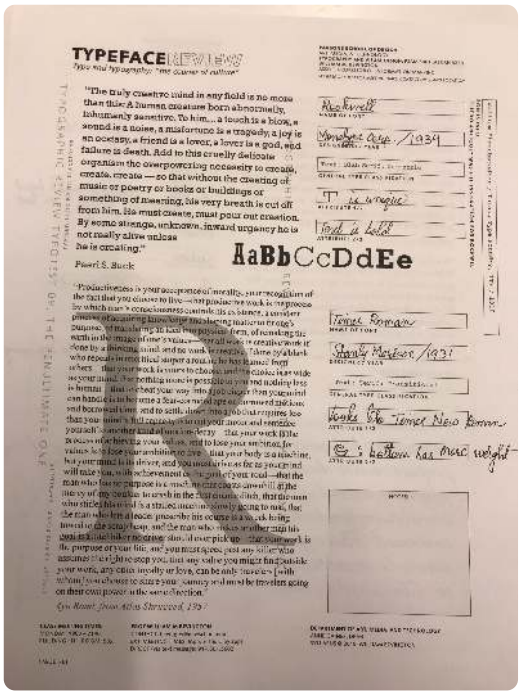


fonts.com, linotype

: ⊤ has straight cuts on top
: C has a straight cut on top only
: Created for the London times
: Became the font for journalism for 10 yrs.

29 Apr. 2019



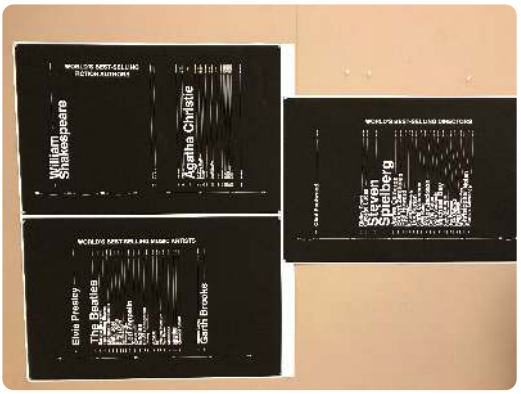


- Watch the film : Helvetica

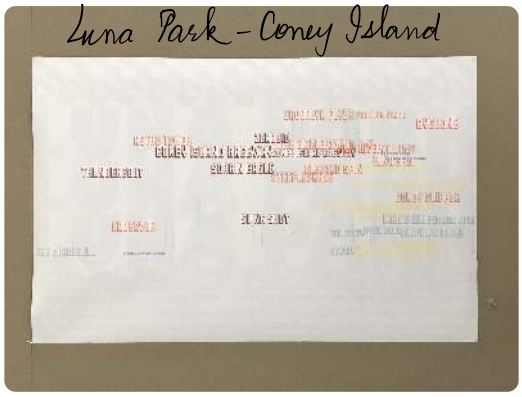
- A serif font usually has low no. of weights
- Modern & slab serif have more weights
- Highest no. of weights are in sans-serif

- Oblique : leaned over from original font
  Italic : re-created an italic font

- Using italic in sans-serif is not that great. If you want italics, use serif.

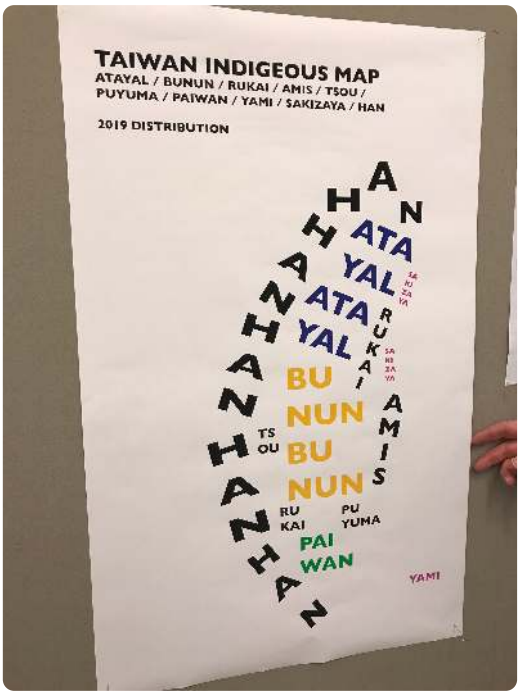


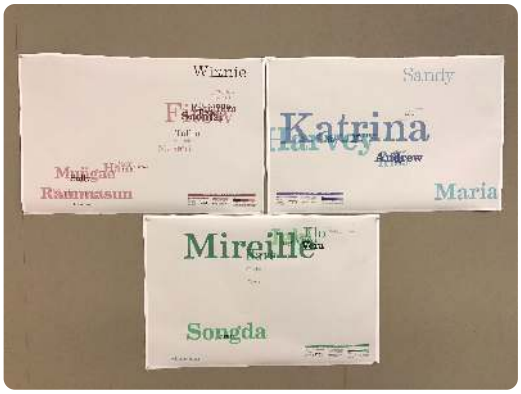
Sub Saharan Africa's violence

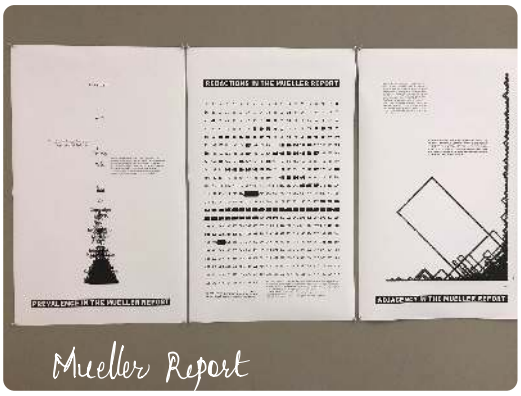


Luna Park - Coney Island

- Poney Express:
  Mail delivery across the US — done using horse riding by orphans







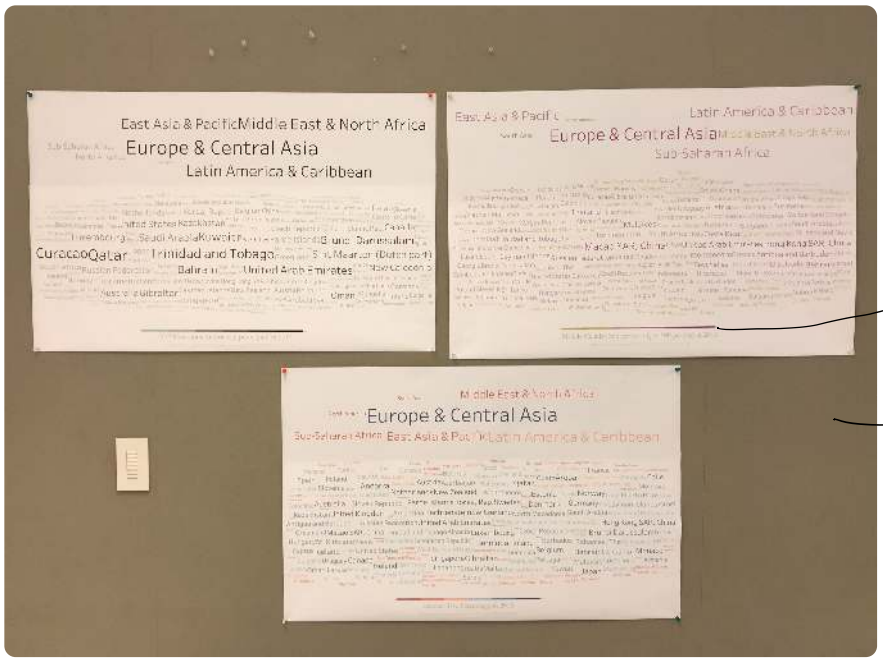
Mueller Report

German First Names

Japanese Names

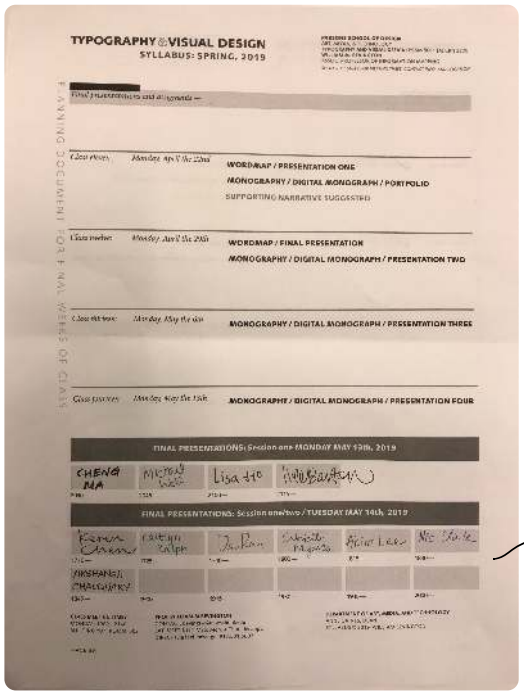
US Last Names

Band performance stage ranking



Using key as a ruler is smart

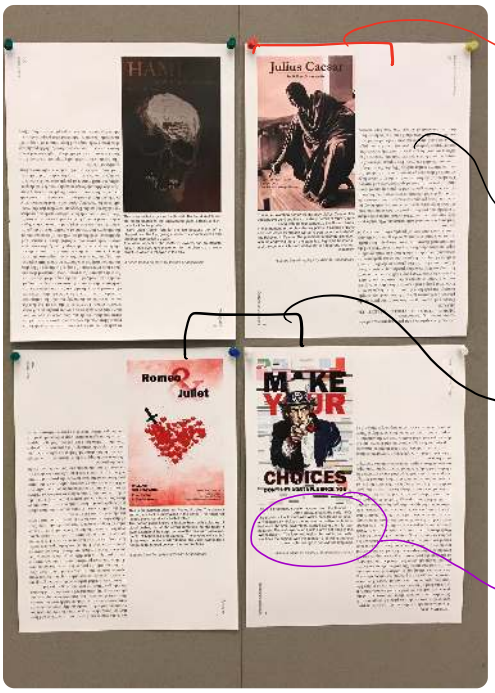
Do post-processing work on the text so that it doesn't come in the same line.



Final presentation : May 14th, Tue, 6:45 pm

✡ Tips for portfolio :

Keep your audio & non-audio work separate for your portfolio. People view both work differently & you don't want to confuse them.



Increase the size of your work

=> Decrease the Don Norman's work.

Think about the pieces next to each other. They are almost competing.

Change the font to Rockwell or sth else & add more space to it.

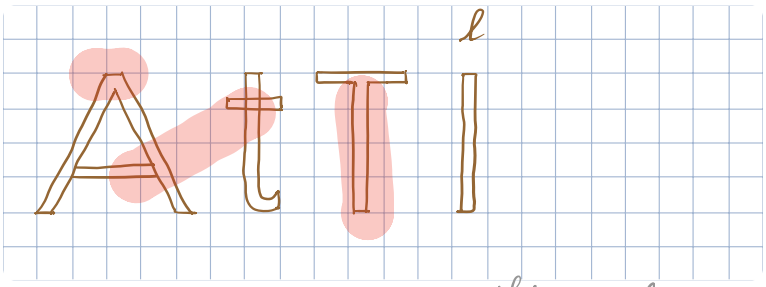
05 May 2019

✡ FONTS

(46) TRADE GOTHIC LIGHT

→ Super useful for information design; works great for all caps; great "support" font

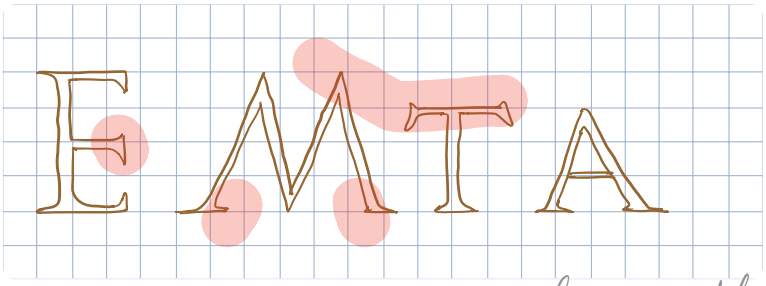
- Designer : Jackson Burke
- Type Classification : Text : Sans-Serif : Contemporary
- Year of Design : 1948
- 2 characteristics of type : Letters have a compact look
  : A has a straight cut on top
  : T has a long height & short on top line
  : The center line is non-uniform



wikipedia, fonts.com

(47) TRAJAN

- Designer : Carol Twombly & Robert Slimbach
- Type Classification : Text : Serif : Old Style
- Year of Design : 1989
- 2 characteristics of type : looks similar to Optima
  : Doesn't have a small case font



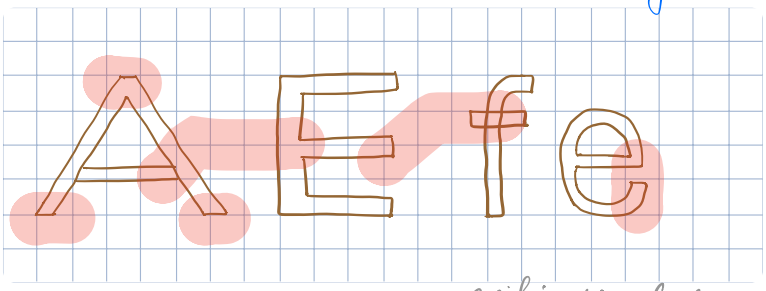
wikipedia, adobe

: E has unfinished endings

: Movie font ↳

(48) UNIVERS (55)

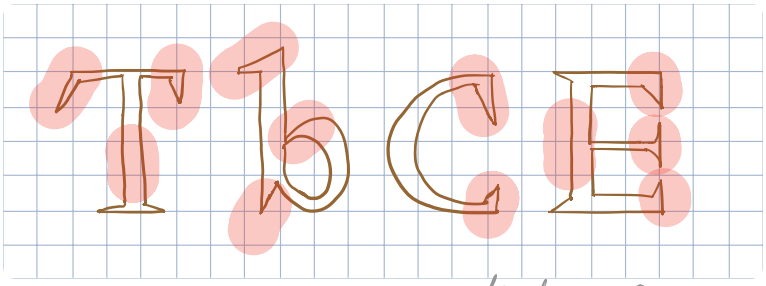
- Designer : Adrian Frutiger
- Type Classification : Text : Sans-Serif : Contemporary
- Year of Design : 1957 (a very good year for type)
- 2 characteristics of type : Similar to Futura font
  : No angled cuts on any letter (cap or small)
  : Equal line weight everywhere
  : Center lines are unequal.
  : f's center line is way high up



wikipedia, fonts.com

(49) VENDOME

- Designer : François Ganeau (fran-swaa gae-now)
- Type Classification : Text : Serif : Old Style / Transitional
- Year of Design : 1952
- 2 characteristics of type : The characters have sharp angled endings



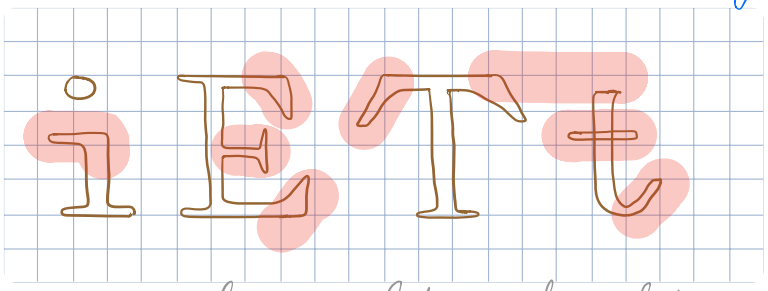
: C has very long serif

linotype, fonts.com

(50) WALBAUM

Walbaum

- Designer : ~~Carl Crossgrove, Charles Nix, Juan Villanueva~~
- Type Classification : Text : Serif : Modern
- Year of Design : ~~Early 2000s~~ 1812
- 2 characteristics of type : : "i" looks similar to Courier
  : Smooth curvy edges (not sharp)



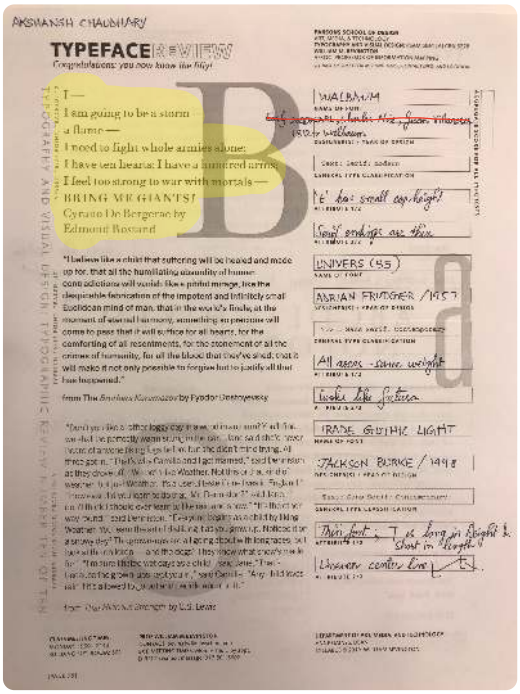
: t has small cap height

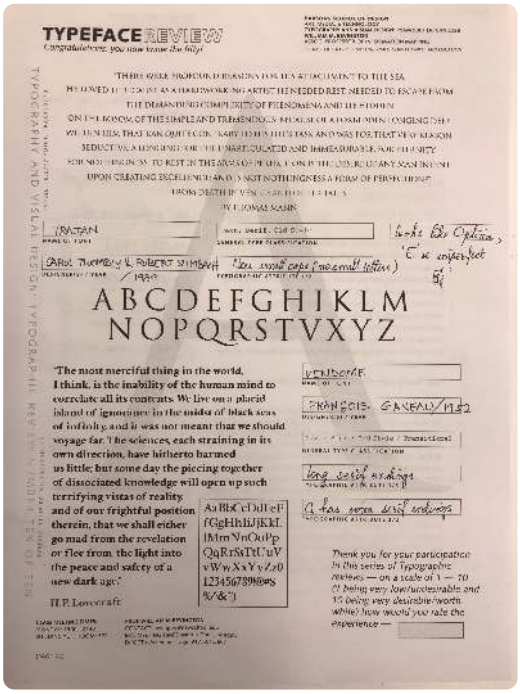
wikipedia, myfonts, monotype, fonts.com

— x —

06 May 2019

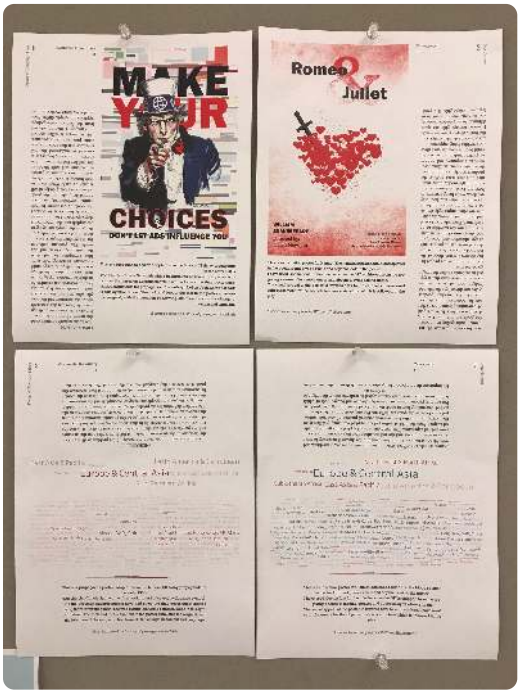
✱ TYPE TEST

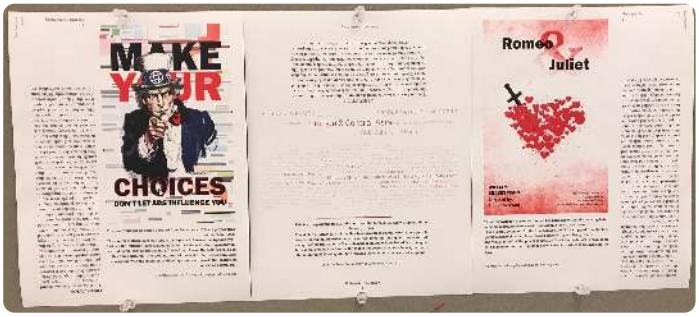




✱ Final Deliverable : May 17 (Fri)

↳ Send a PDF of your work → ✉





→ Updates & comments on the monograph

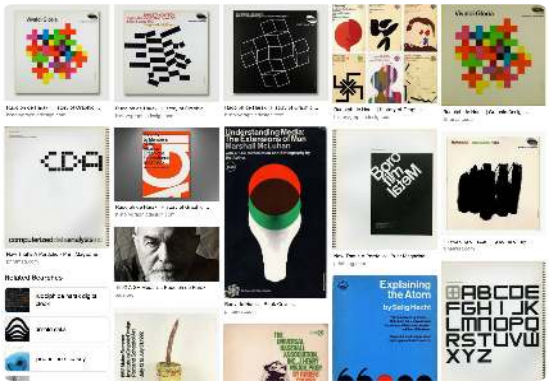
13 May 2019

✡ GREAT DESIGNERS

① Paul Rand

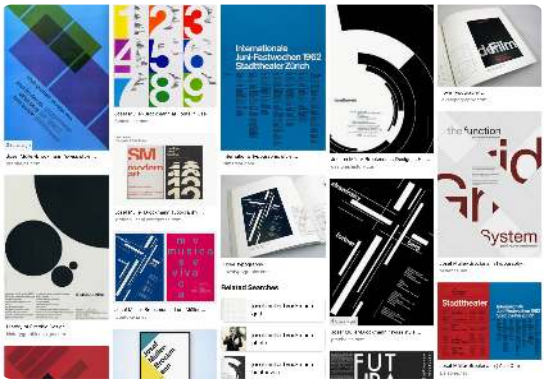
② Bradbury Thompson

③ Rudy de Harak



④ Massimo Vignelli

⑤ Josef Müller-Brockmann



⑥ Lipe Pinelis

(7) Jan Tschichold

(8) David Carson

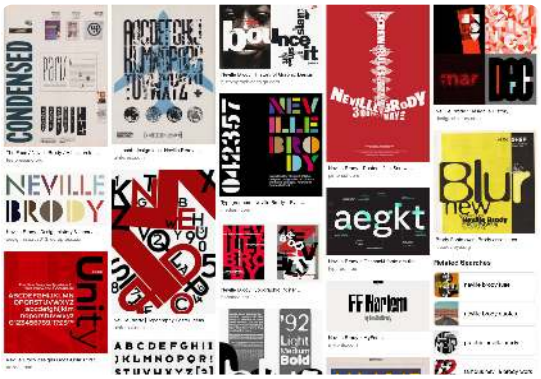
(9) Herbert Matter

(10) Chip Kidd

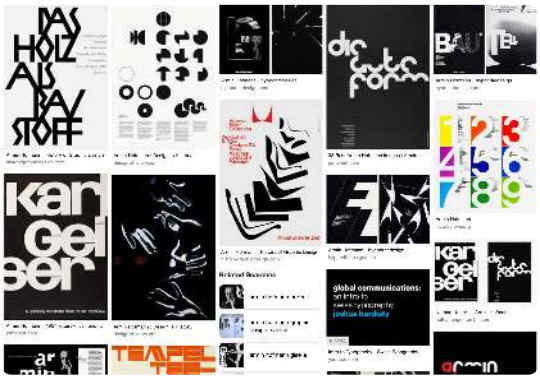
(11) Alexey Brodovitch

(12) Alvin Lustig

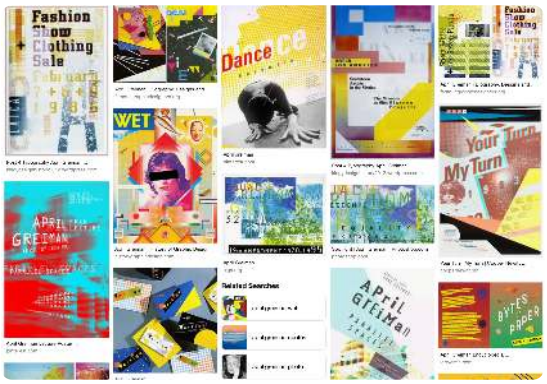
(13) Neville Brody



(14) Armin Hoffman



(15) April Greiman



(16) Kurt Schwitters

—x—

UPDATE THE LIST

- The typographer/designer who you want changed:
  April Greiman
  - ↳ Why: Use of pastels & high contrasting colors: more visual & less type
- The typographer/designer you want to be replaced with:
  - ✓✓ Paula Scher (Identity designer)
    - ↳ Created visuals for TN
    - ↳ Netflix Series: Abstract
  - Adrian Frutiger
  - ✓✓ Saul Bass

Class Suggestions

- Shigeo Fukuda
- ✓ Matthew Carter
- Tadanori Yokoo
- Kenya Hara
- Michael Bierut
  - ↳ MIT Media Lab logo
- Amanda Cox
  - ↳ NYTimes : Yield curve
- Susan Kare
  - ↳ Old Mac icons
- Charles Nix
- Gunia Ekiss – Lella Vignelli

* Design Magnetism : How you feel connected to an object.
  - ↳ a feeling that's beyond the surface

end of course