

PROJECT 2

Anatomy of Letterforms

“It is important to use your hands, this is what distinguishes you from a cow or a computer operator.” – Paul Rand

Description

The understanding of typographic terminology is critical to further effectiveness as a typographer and graphic designer. In this assignment you will become familiar with and explore the unique characteristics of the major classification in typographic design.

Using a grid and a given set of letterforms, you will enlarge and translate (through hand rendering) letterforms from the 5 major classifications: Old Style (Garamond), Transitional (Baskerville), Modern (Bodoni), Egyptian (Clarendon), San Serif (Univers). You are required not to use any mechanical instruments/devices while constructing the letterforms (you may use your T-square and triangle to create the enlargement grid). You must complete three uppercase and three lowercase letterforms. It is important to take note of various subtleties and nuances found within all typographic design and construction.

Objectives

To comprehend and explore the anatomy of letterforms, typeface variations, and typeface classification while mastering skills in sketching and craft.

Process

+ You will be given a packet of letterforms. You will read and analyze Chapter 2: The Anatomy of Typography and will then identify which classification your letterforms belong to.

+ Re-construct (by hand) the grid of your letterforms at 200% of the original size using your blue repro pencils onto your 18x24 inch drawing paper.

+ Enlarge (by drawing) each letterform at 200% of their original size using your charcoal pencils.

Materials

+ Pearl Drawing paper, 18 x 24 inches

+ Minimum 30 inches T-square

+ General's Charcoal Pencil 557-6B Hard

+ Kneaded eraser

+ Minimum 14 inches Metal Triangle, 30/60/90

+ Non-Repro Blue pencils

+ French curve set

Arts, Culture & Media
GRAPHIC DESIGN Program

GRAPHIC DESIGN I

21 085 231

M 1-3:50pm / W 11:30am-2:20pm

Bradley Hall 427

GISELA OCHOA

ADJUNCT PROFESSOR

Office Hours:

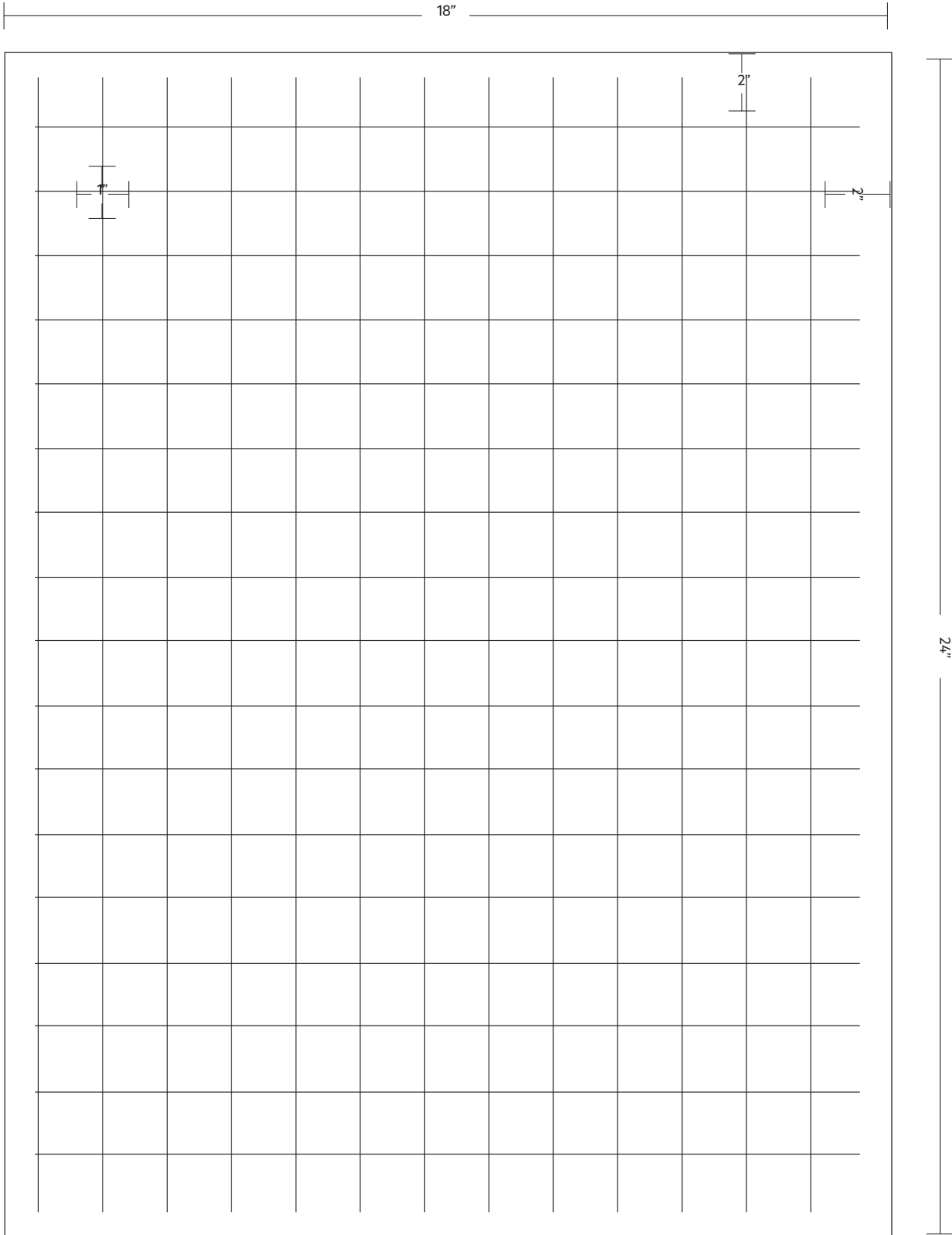
By appointment

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Course pre-requisites:

As specified by major sequence



Example Grid