

2019

## Typography 1: 100 Iterations

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# Typography I: 100 iterations\*

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Typography 1

Art 29500 / Spring 2019

Department of Art

Electronic Design and Multimedia

Tuesdays / 2:00pm-4:50pm

Office hours by appointment

The City College of New York

Compton-Goethals Hall

160 Convent Ave, Room 121



**Terminology  
to study and  
memorize**

elements of design

type anatomy

counter space

vector

Old Style Serif

Transitional Serif

Modern Serif

Slab Serif

Humanist Sans Serif

Grotesque Sans Serif

**In this assignment** you will choose one letter from the alphabet (use both the uppercase and lowercase form), and draw a total of 100 design iterations. Each new concept should be on a separate piece of paper 3" x 3" square.

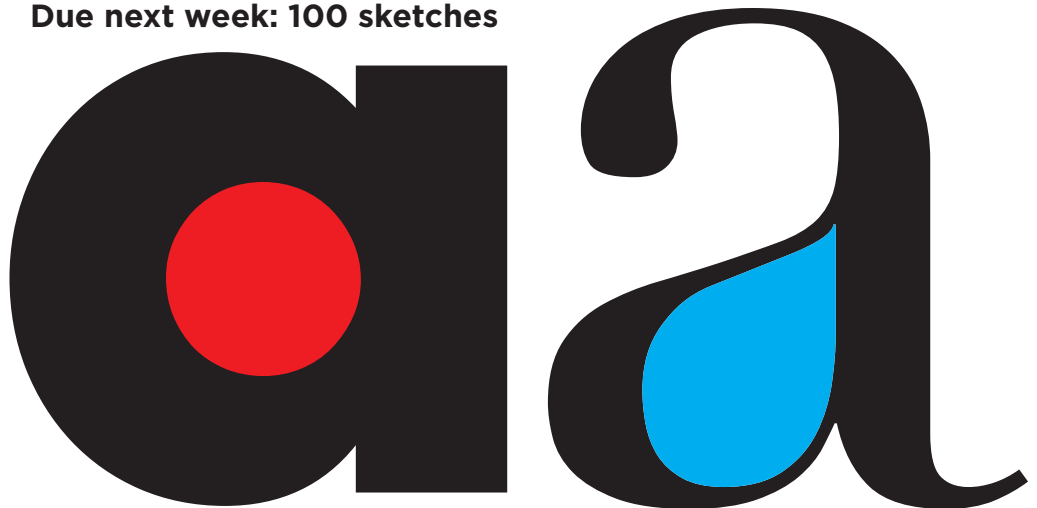
In order to gain knowledge of the specific type anatomy of the letter you select, start by sketching ideas for your letter as it appears in 7 classic typefaces (Bembo, Old Style Serif; Baskerville, Transitional Serif; Didot, Modern Serif; Clarendon, Slab Serif; Gills Sans, Humanist Sans Serif; Helvetica, Grotesque Sans Serif; Futura, Geometric Sans Serif). When using these 7 typefaces, consider the attributes and variations of the anatomy to create graphic concepts. For example, the counter space in the lowercase letter "a" of Helvetica looks like a drop of water; however, the counter space of the letter "a" in the typeface Futura appears to be a perfect circle—consider the associations of these various shapes to aid conceptualization.

Use the elements of design (line, point, scale, texture, color, positive and negative space) to create the letterforms. For example, create a letter from a series of points or lines.

You can experiment with grid or plain paper, various colors and writing instruments. You may consider taking found objects such as ribbon to form your letters to consider fresh ideas. Exhaust all possible solutions. It will be a challenge to develop 100 concepts; dive deep and persevere and you will be delighted with the fresh and original concepts you devise.

Next week in class critique, you will select your favorite three designs to be reproduced as vector letters.

**Due next week: 100 sketches**



**Consider the attributes and variations of the type anatomy of your letter. For example, the counter space of the letter "a" in the typeface Futura appears to be a perfect circle, left, while the counter space in the lowercase letter "a" of Helvetica, looks like a drop of water, right. Conceptually consider the various shape associations.**

\*Adapted from the assignment "Graphic Design 101 Problem" found in *Wilde & Wilde's Visual Literacy*.