2019

Typography 1: 100 Iterations

Jennifer H. Bowles
CUNY City College

Typography 1: 100 iterations*

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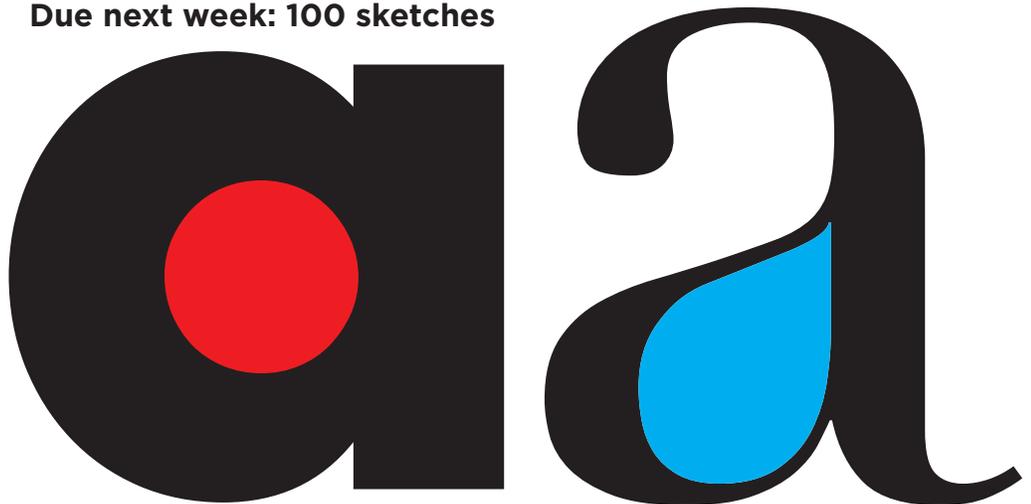
Consider the attributes and variations of the type anatomy of your letter. For example, the counter space of the letter "a" in the typeface Futura appears to be a perfect circle, left, while the counter space in the lowercase letter "a" of Helvetica, looks like a drop of water, right. Conceptually consider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

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