

Ongoing Project: Type Everywhere

Objectives

- + Become more aware of type in your everyday surroundings
- + Learn how to identify typefaces
- + Learn about the history of typefaces and their designers
- + Practice presentation skills

Description

Find and research typefaces you see around you.

Part 1

Each week, find at least three examples of a single typeface you may come across in everyday life. (Signs, packaging, magazines, etc...) Steal, copy, or photograph each example. Once you have identified the typeface, write a short paragraph on it's origin, it's history, and the story of the designer who created it. Be sure to include why it was made and the philosophy behind the typeface.

Part 2

Each week, one or two students will give a 10 minute presentation on one of the typefaces they found. No two presentations can be of the same typeface. If you can, include an example of the entire character set of the typeface.

Part 3

At the end of the semester, compile all your typefaces into a book.

Final Format

A book with 15 typefaces and their histories.

Reading

Bringhurst: Prowling the Specimen Books

Lupton: Inside covers

FontBook, by FontShop (on reserve at Cornish Library)

Berthold Body Types E2, Vol. 1. (on reserve at Cornish Library)

See website links for foundry websites

Exercises

Examine which typefaces are used for which audiences or verticals

Grading Criteria

25% Research

20% Presentation

25% Book design

30% Variety of examples

Project Grade: Type Everywhere

<u>Grades</u>	<u>Name:</u>
A 95-100%
A- 90-94
B+ 85-89
B 80-84
B- 75-79	<u>25% Research</u>
C+ 70-74	Value: 00 · 10 · 20 · 30 · 40 · 50 · 60 · 70 · 80 · 90 · 100
C 65-69	Notes:
C- 60-64
D+ 55-59
D 51-54	<u>20% Presentation</u>
D- 50	Value: 00 · 10 · 20 · 30 · 40 · 50 · 60 · 70 · 80 · 90 · 100
F 0-49	Notes:

	<u>25% Book design</u>
	Value: 00 · 10 · 20 · 30 · 40 · 50 · 60 · 70 · 80 · 90 · 100
	Notes:

	<u>30% Variety of examples</u>
	Value: 00 · 10 · 20 · 30 · 40 · 50 · 60 · 70 · 80 · 90 · 100
	Notes:

Grade:
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