

Art 3205

Winter Quarter 2009
M/W 2:00 pm – 4:20 pm

Applied Typography

Instructor: Karen Gutowsky
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Office Hours: M-W 10:20-11:00/1:20-2:00/4:20-5:00
Course Website: myhome.spu.edu/kgz/3205

Project Eight Bilateral System

Throughout the course we will work on a series of poems written by American poets and create a typographic anthology.

Our eighth project will focus on a Bilateral System of typographic organization. The bilateral system is the most symmetrical of the visual organization systems. It consists of a single axis with lines of text centered on the axis. Examples of the bilateral system include the human body, butterflies, leaves, and many animals and man-made objects.

The bilateral system is the most challenging compositionally. This is due to the inherent symmetry that makes these compositions predictable and potentially uninteresting.

(Text from Typographic Systems, by Kimberly Elam)

Process

Each system will have three phases.

—First, will include 5 (8" x 8") hand studies mounted on 9" x 9" black construction paper. Poems will use one sans serif font, same size and weight throughout the 5 sketches. Variables will include placement, line breaks, leading, word and letter spacing.

—Second, will include 2 (8" x 8") computer studies printed out and mounted on 9" x 9" black construction paper. Variables will include non-objective elements such as rules, shapes, value shifts (ie bold weight, transparency and tone), illustration and or photography

—Third, Final Due, student will take evaluation from 7 sketches and create a final composition printed out 8" x 8" color output (all studies will be mounted at the end of the quarter).

*Below is the text used for
Project Eight-Bilateral System*

A Primer of the Daily Round

by Howard Nemerov

A peels an apple, while B kneels to God,
C telephones to D, who has a hand
On E's knee, F coughs, G turns up the sod
For H's grave, I do not understand
But J is bringing one clay pigeon down
While K brings down a nightstick on L's head,
And M takes mustard, N drives to town,
O goes to bed with P, and Q drops dead,
R lies to S, but happens to be heard
By T, who tells U not to fire V
For having to give W the word
That X is now deceiving Y with Z,

Who happens, just now to remember A
Peeling an apple somewhere far away.

Schedule

Wednesday, March 4—
Steps 1 (5) hand sketches

Monday, March 9—
Steps 2 (2) computer sketches

Tuesday, March 17—Final Study Due