

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
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Project Five Grid System

Our fifth project will focus on a Grid System of typographic organization. A grid is a system of vertical and horizontal divisions that organize and create relationships between elements. Grid system arrangements are usually formal and are intended to create visual order and economy in production. Examples of grid systems include windows, certain maps and crossword puzzles. Grids are frequently used in publication design and web design as they guide information hierarchies and promote visual rhythm and consistency among multiple pages and screens.

The objective in organizing visual communication with the grid system is to develop strong interrelationships between the typographic elements and recurring rhythmical proportions of text blocks, images and space. Grid systems differ from the axial system in that the visual relationships are not tied to a single axis and usually employ more than a single column. *(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 Five-Grid System

The New Higher
by John Ashbery

You meant more than life to me. I lived through
you not knowing, not knowing I was living.
I learned that you called for me. I came to where
you were living, up a stair. There was no one there.
No one to appreciate me. The legality of it
upset a chair. Many times to celebrate
we were called together and where
we had been there was nothing there,
nothing that is anywhere. We passed obliquely,
leaving no stare. When the sun was done muttering,
in an optimistic way, it was time to leave that there.

Blithely passing in and out of where, blushing shyly
at the tag on the overcoat near the window where
the outside crept away, I put aside the there and now.
Now it was time to stumble anew,
blacking out when time came in the window.
There was not much of it left.
I laughed and put my hands shyly
across your eyes. Can you see now?
Yes I can see I am only in the where
where the blossoming stream takes off, under your window.
Go presently you said. Go from my window.
I am in love with your window I cannot undermine
it, I said.

Schedule

Monday, February 9—
Steps 1 (5) hand sketches

Wednesday, February 11—
Steps 2 (2) computer sketches

Tuesday, March 17—Final Study Due