

Art 3205

Winter Quarter 2008
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

Exercise One Axial System

Throughout the course we will work on a series of poems written by American poets and create a typographic anthology. Our first project will focus on a Axial System of typographic organization. The axial system is one of the simplest systems. All elements are organized either left or right of a single axis.

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 (axis can create shape and value shifts (ie bold weight, transparency and tone)

—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 One-Axial System

The Road Not Taken
by Robert Frost

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;
Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same,
And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.
I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I-
I took the one less traveled by,
And that has made all the difference.

Schedule

Wednesday, January 7—Steps 1 and 2 (5 hand sketches, 2 computer sketches) Due
Monday, January 12—Final Study Due