

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 Seven Modular System

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

Our seventh project will focus on a Modular System of typographic organization. The modular system is dependent on standardized non-objective elements or units that act as a ground to hold and contain text. Examples of the modular system include building blocks, storage containers, ad component systems.

Modules can be as simple as a hairline square or rectangle or more complex geometric shapes such as circles, ellipses, triangles, etc.

The idea is to standardize the unit on which the typography rests and then compose the message with the modules.

(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 Seven-Modular System*

At Great Pond

by Langston Hughes

At Great Pond
the sun, rising,
scrapes his orange breast
on the thick pines,
and down tumble
a few orange feathers into
the dark water.
On the far shore
a white bird is standing
like a white candle
or a man, in the distance,
in the clasp of some meditation
while all around me the lilies
are breaking open again
from the black cave
of the night.
Later, I will consider
what I have seen
what it could signify
what words of adoration I might
make of it, and to do this
I will go indoors to my desk
I will sit in my chair
I will look back
into the lost morning
in which I am moving, now,
like a swimmer,
so smoothly,
so peacefully,
I am almost the lily ---
almost the bird vanishing over the water
on its sleeves of night.

Schedule

Wednesday, February 25—
Steps 1 (5) hand sketches

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

Tuesday, March 17—Final Study Due