

TYPOGRAPHY

PROJECT 7

Project Title Type Cards

PROJECT DESCRIPTION A basic system for classifying typefaces was devised in the nineteenth century, when printers sought to identify a heritage for their own craft analogous to that of art history. Humanist letterforms are closely connected to calligraphy and the movement of the hand. Transitional and modern typefaces are more abstract and less organic. These three main groups correspond roughly to the Renaissance, Baroque, and Enlightenment periods in art and literature. Historians and critics of typography have since proposed more finely grained schemes that attempt to better capture the diversity of letterforms. Designers in the twentieth and twenty-first centuries have continued to create new typefaces based on historic characteristics.

PROJECT GOALS For this project you will begin by collecting one sample from each of the different classifications of type. You will then need to identify the name of the typeface you have found for each category and state who created it and when. When you have all of your information you will use your content to design a series of 6" x 4" post cards with your design on one side and the information on the reverse. You can if you don't know me have fun with this project, the cards can also be designed like trading card, collector cards or even a card game.

Final output will be printed in color. The finals need also be saved in PDF format and uploaded to the class' Blackboard group. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > *FLastname-ART141-Project7.pdf*

EXAMPLES

*These promotional cards
were designed for the
TDC (Type Directors Club)
by W. Staehle*

