

Deadline: One week homework set. See Godalming Online

Aim: This project is to introduce and explore 'Typographic Systems'. You are to produce pages demonstrating a 'technical explanation' of 2 of the typographical systems.

Task 1 Select two of the system examples

- Choose two examples of Typographical Systems (listed below) from the Typographic Systems book (either in the library or in 926) OR the useful Typographic Systems PDF provided.
- Use/Select/Scan/photograph for reference examples you like from of the systems explained from the book/PDF of 'Typographic Systems ' showing your chosen examples of:

- Axial System
- Radial System
- Dilatational System
- Random System
- Grid System
- Transitional System
- Modular System
- Bilateral System

***NOTE:** There is only one copy of the Typographical Systems book in class, so please don't take the book out of the room. The PDF is very useful as it also clearly explains each typographic system.

Task 2 Explain through visuals how the two systems work

- Use the way it is explained and demonstrated in the book/PDF + write around 200 words reflecting your thoughts on each typographical system.
- Present your designs on 2 sides of A4 in your book (e.g. 2 designs on side 1 and 3 designs on side 2) – you are to produce 2x A4 sides of designs demonstrating the typographical systems you are researching (tip: you could use transparency overlays, storyboards (step by step process), photographs, graphic images, screen shots to show the technical aspects of the typographical systems used)

(Below are instructions on how to structure your thoughts on the compositions).

1. When looking at the Typographical composition where does your eye go first? Is it to a shape, a block colour, a font or the space in-between the graphic elements?
2. Why is this? Is the size, the composition, the alignment, the angle? Discuss the visual qualities of this graphic element.
3. What is the next set of information you view? Again why?
4. Overall how does the Typographical System lead your eye around the page?
5. What you think of these styles, do you find them; interesting, intricate, complex, confusing, dull...why do you think this?

TIPS:

- Think about the paper you will use: transparent overlay sheets, flaps, photo paper, coloured card?

Graphic elements to look for:

Font 1

- Serif
- San Serif
- Left Aligned
- Right Aligned
- Centre aligned
- Indent
- Drop out text (white lettering on black/coloured background)

Font 2

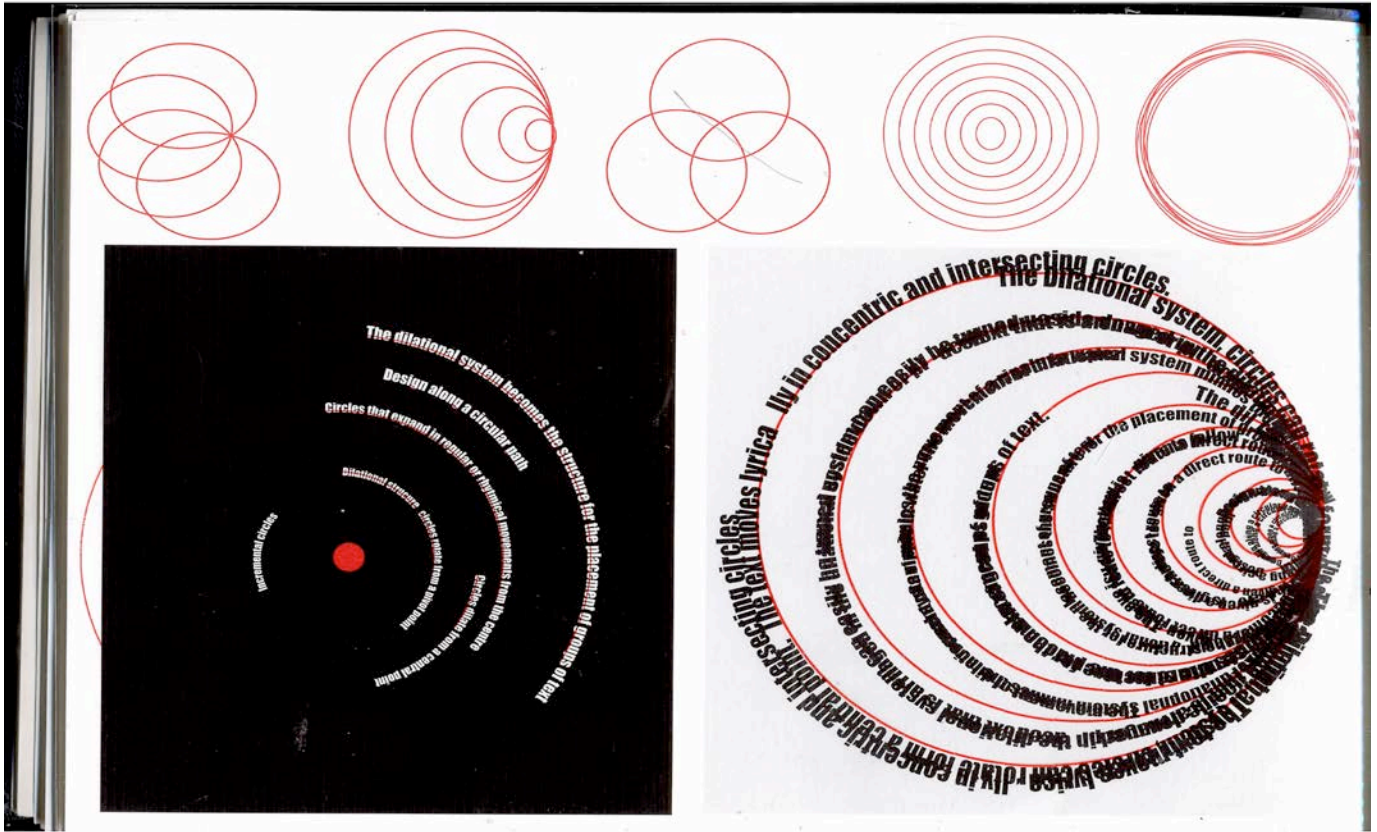
- Bold
- Italic
- Kerning Condensing
- Kerning Expanding
- Line Spacing
- Use of colour
- Block colour
- Weight

Images

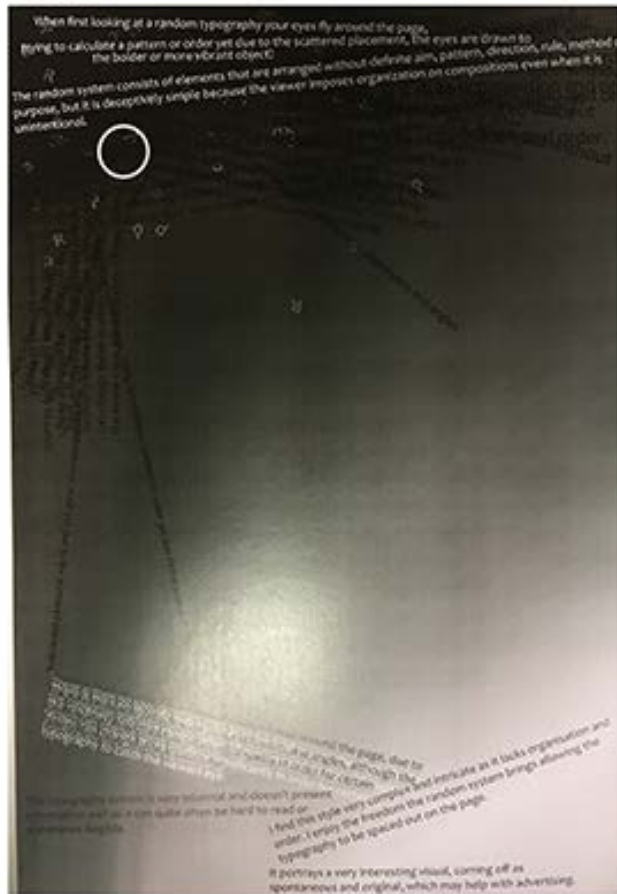
- Alignment
- Symbols
- Text to Path

General

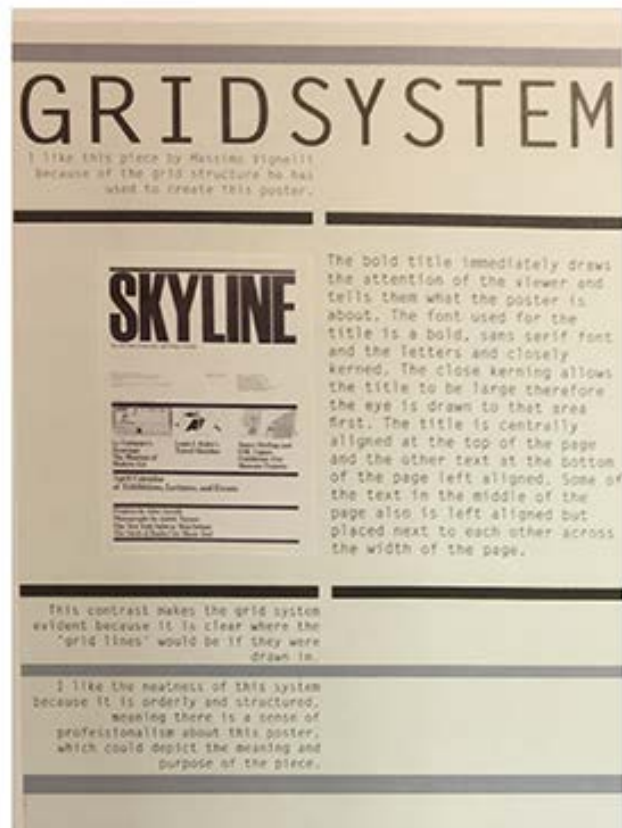
- Frames/Columns
- Layers
- Transparencies
- Lines
- Borders
- Textures



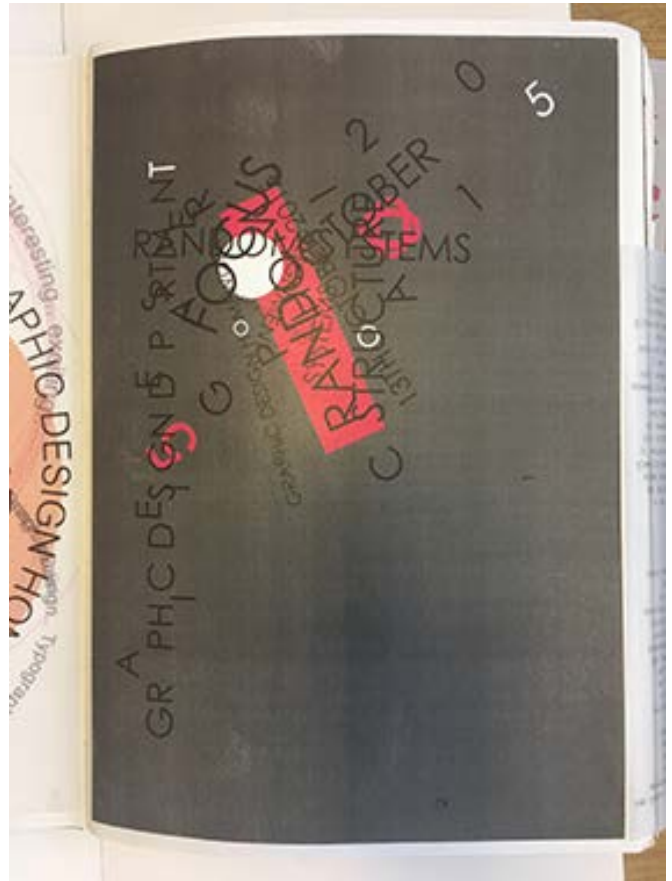
Example no.2 - 1 of 2 (below left); 2 of 2 (below right) - includes tracing paper overlay



Example no.3 - 1 of 2 (below left); 2 of 2 (below right)



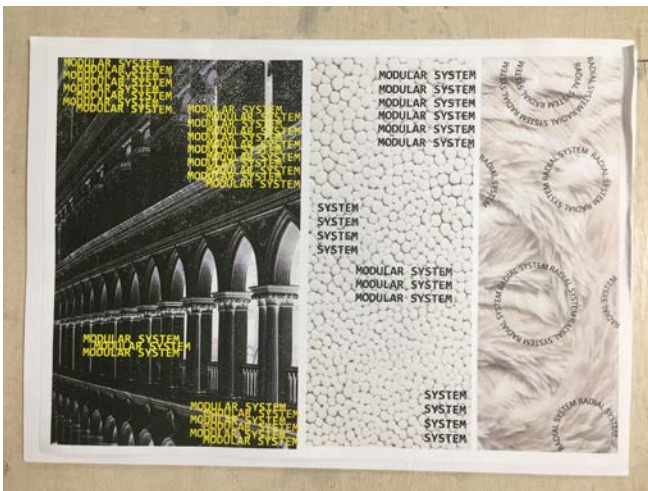
Example no.4 - 1 of 2 (below left); 2 of 2 (below right) - includes acetate overlay



Example no.5 - 1 of 2 (below left); 2 of 2 (below right) - includes tracing paper overlays



Example no.6 - includes acetate overlay on both pages



Example no.7

