

Nine Square-Typography

Purpose. This project provides opportunities to work with and learn how to choose from the wide number of typefaces available, look at the different characteristics that can be attributed to each typeface and then load type in Suitcase and use in Indesign. Craftsmanship and exploration of hand methods and the papers available on a desktop printer are explored. A number of techniques are presented to increase contrast and visual interest including the juxtaposition of style and scale; repetition, rotation, rhythm cropping, etc.

Assignment. Select typefaces from the following CATEGORIES:

- Serif (Old Style, Transitional)
- Serif (Modern)
- San Serif
- Slab Serif/Square Serif
- Script
- Decorative

Use as many STYLES as possible:

- Condensed
- Expanded
- Extra Bold
- Extra Light

Each of the nine categories and styles chosen from the above list should be represented by one square, and each square will be in a different media.

Media

1. Black Gouache
2. Black Cut Paper
3. Black Pencil
4. White Inkjet paper
5. Laserwriter output
6. Glossy paper
7. Transparency (Film Positive/Neg)
8. Enhanced Matte (Epson)
9. Free Choice

Materials Needed

- Hot Press Board
- 924 Grey Mat Board
- Black Gouache
- Black Pencil 6B , 2H, + 3H
- Beinfang Graphics 360
- Black Paper (Biefang cover sheet works well)
- Epson Matte inkjet paper

Requirements

The piece should be black and white and one color
 Typefaces must not be distorted or altered.
 One square-one typeface-one medium
 1 square should be body copy only(one size).

Start with 27 individual squares (roughs) that are 3x3.
 Craftsmanship is extremely important.

Recommendations

Vary size and style to extreme measures-use juxtaposition to create contrast.
 Do not mix sizes on one square.
 Use repetition to create rhythm and movement.
 Enlarge and crop letterforms.
 Use reversals
 Employ a theme.