fnar 132-102 viscom 1 fall 2012 kelli evans, instructor

### **Kate Brull**

typogr	aphic
series	project

### purpose

To explore the typographic possibilities existing in the organization and clear communication of a given text within a given format. In a series of exercises, ranging from simple to complex, a logical evolution in the treatment of a specific manuscript will be explored.

In this series you will be primarily interested in exploring the typographical hierarchy which are inherent in title and various kinds and amounts of text. For instance: What happens when the scale, alignment, position, etc. of each element are changed within the format? How can these elements be arrayed in a way that creates a rhythm across the format that will capture and move the eye?

#### process

- 1. Download and open the InDesign document "typographic\_series\_grid" from Dropbox. You will use this grid structure as the basis for your explorations.
- 2. Copy the document "typographic\_series\_text" from Dropbox.
- 3. Follow the specifications for each series found on the following pages.
- 4. Put your name on each sheet.
- 5. Print out each solution in black and white for critique.

# typographic series one

### specifications

1 size : 1 weight vertical axis

Helvetica Neue 45 Light

20 pt.

### explorations (6 minimum)

### alignment:

- 1. all flush left
- 2. all flush right
- 3. combination FL & FR

Use vertical axis only for all explorations.

### required text

Innovators in Graphic Design: Three American Greats

Free public lecture

The School of the Art Institute of Chicago

Columbus Auditorium

280 South Columbus Drive

6 pm

April 8, 2012

Bradbury Thompson

Paul Rand

Saul Bass

optional elements: 1 2 3

Innovators in Graphic Design: Three American Greats

> Bradbury Thompson Saul Bass Paul Rand Free public lecture April 8, 2012 6 pm

> > The School of the Art Institute of Chicago 280 South Columbus Drive Columbus Auditorium

Innovators in Graphic Design: Three American Greats

Saul Bradbury Paul Bass Thompson Rand

The School of the Art Institute of Chicago Columbus Auditorium, 280 South Columbus Drive

> Free public lecture April 8, 2012 6 pm

Free public lecture

April 8, 2012 6 pm

Innovators in Graphic Design: Three American Greats

- Saul Bass
   Paul Rand
- 3. Bradbury Thompson

The School of the Art Institute of Chicago Columbus Auditorium 280 South Columbus Drive

Free public lecture April 8, 2012 6 pm

Innovators in Graphic Design: Three American Greats

SAUL BASS

BRADBURY THOMPSON

PAUL RAND

The School of the Art Institute of Chicago Columbus Auditorium 280 South Columbus Drive

Free public lecture April 8, 2012 6 pm

Innovators in Graphic Design: Three American Greats

SAUL BASS

BRADBURY THOMPSON

PAUL RAND

The School of the Art Institute of Chicago Columbus Auditorium 280 South Columbus Drive

Innovators in Graphic Design: Three American Greats

Free public lecture April 8, 2012 Saul Bass 6 pm Paul Rand Bradbury Thompson

The School of the Art Institute of Chicago Columbus Auditorium, 280 South Columbus Drive Innovators in Graphic Design: Three American Greats

Free public lecture April 8, 2012 6 pm

Paul Rand Bradbury Thompson

Saul Bass

The School of the Art Institute of Chicago Columbus Auditorium, 280 South Columbus Drive

# typographic series two

### specifications

2 sizes : 1 weight

vertical and/or horizontal axis

Helvetica Neue 45 Light

10 pt. & 20 pt.

### explorations (6 minimum)

### alignment:

- 1. all flush left
- 2. all flush right
- 3. combination FL & FR

Use any of the above varieties of alignment for your explorations.

### orientation:

- 1. Vertical axis only
- 2. Horizontal axis only
- 3. Combination of horizontal & vertical axis

### required text

Innovators in Graphic Design:

Three American Greats

Free public lecture

The School of the Art Institute of Chicago

Columbus Auditorium

280 South Columbus Drive

6 pm

April 8, 2012

Bradbury Thompson

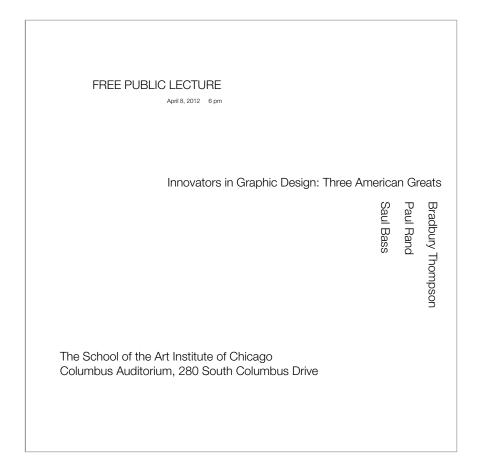
Paul Rand

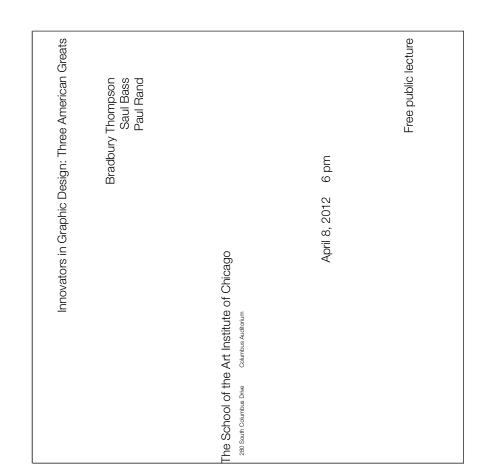
Saul Bass

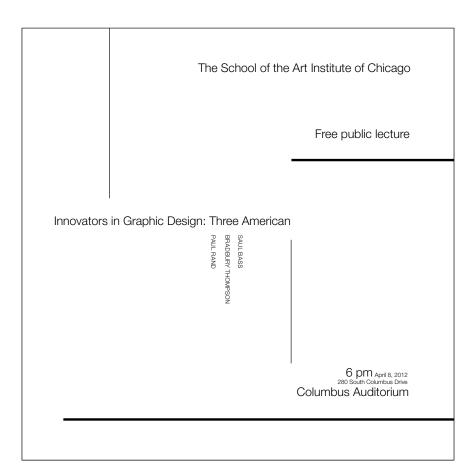
optional elements: 1 2 3; rules

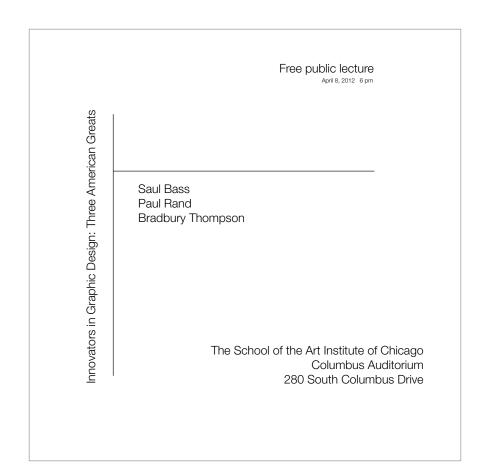
Innovators in Graphic Design:	Three American Greats	
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	Paul Rand	
	Saul Bass	
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	April	8, 2012











Innovators in Graphic Design:	Three American Greats
	Bradbury Thompson
	Paul Rand
	Saul Bass
Free public lecture	
	6 pr
	The School of the Art Institute of Chica Columbus Auditorium, 280 South Columbus Dr
	April 8, 201

# typographic series three

### specifications

2 sizes : 2 weights

vertical, horizontal, and/or diagonal axis

Helvetica Neue 45 Light & Helvetica Neue 85 Heavy

10 pt. & 20 pt.

### explorations (6 minimum)

### alignment:

- 1. all flush left
- 2. all flush right
- 3. combination FL & FR

Use any of the above varieties of alignment for your explorations.

### orientation:

- 1. Vertical axis only
- 2. Horizontal axis only
- 3. Combination of horizontal & vertical axis
- 4. Diagonal axis only
- 5. Combination of all of the above

### required text

Innovators in Graphic Design:

Three American Greats

Free public lecture

The School of the Art Institute of Chicago

Columbus Auditorium

280 South Columbus Drive

6 pm

April 8, 2012

Bradbury Thompson

Paul Rand

Saul Bass

add: Quotations & attribution for

each designer

optional elements: 1 2 3; rules; bullets

Innovators in Graphic Design: Three American Greats

Saul Bass
Paul Rand
Bradbury Thompson

The School of the Art Institute of Chicago
280 South Columbus Drive
Columbus Auditorium

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent.

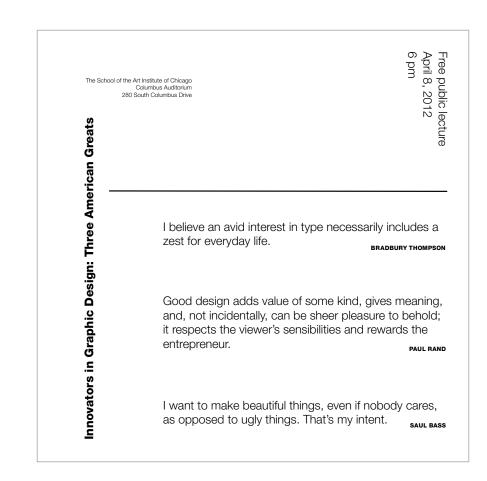
- SAUL BASS

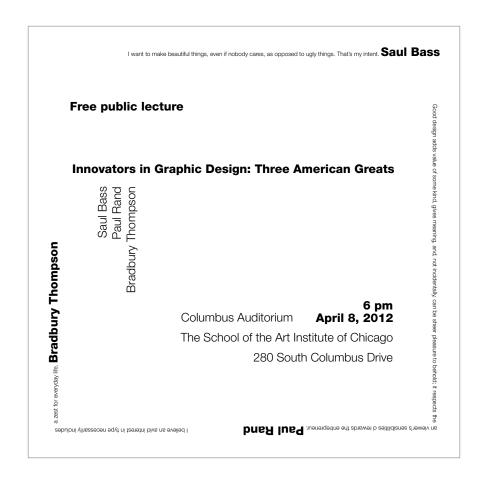
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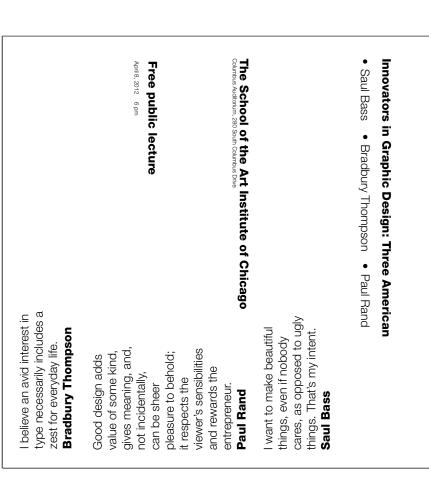
- PAUL RAND

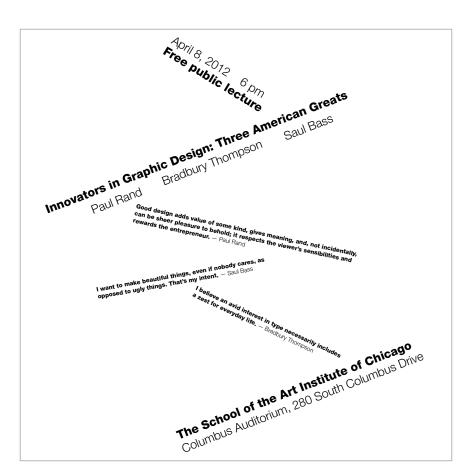
I believe an avid interest in type necessarily includes a zest for everyday life.

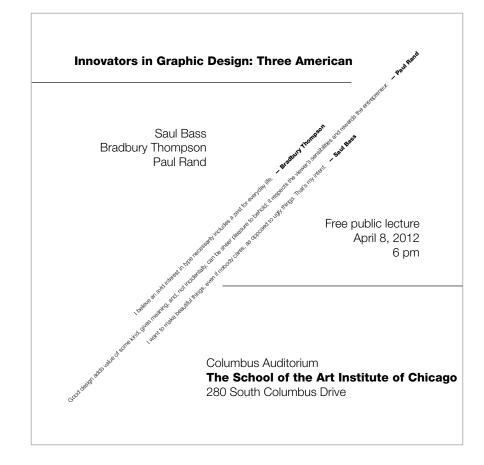
- BRADBURY THOMPSON











Free public lecture April 8, 2012 The School of the Art Institute of Chicago Columbus Auditorium 280 South Columbus Drive Innovators in Graphic Design: Three American Greats I believe an avid interest in type necessarily includes a zest for everyday life. **BRADBURY THOMPSON** Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur. **PAUL RAND** I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. **SAUL BASS** 

# typographic series four

### specifications

3 sizes : 2 weights

vertical, horizontal, and/or diagonal axis

Helvetica Neue 45 Light & Helvetica Neue 85 Heavy

10 pt., 15 pt. & 20 pt.

### explorations (6 minimum)

### alignment:

- 1. all flush left
- 2. all flush right
- 3. combination FL & FR
- 4. justified

Use any of the above varieties of alignment for your explorations.

### orientation:

- 1. Vertical axis only
- 2. Horizontal axis only
- 3. Combination of horizontal & vertical axis
- 4. Diagonal axis only
- 5. Combination of all of the above

### required text

Innovators in Graphic Design:

Three American Greats

Free public lecture

The School of the Art Institute of Chicago

Columbus Auditorium

280 South Columbus Drive

6 pm

April 8, 2012

Bradbury Thompson

Paul Rand

Saul Bass

Quotations & credits

add: Text (one paragraph for each

designer)

optional elements: 1 2 3; rules; bullets;

type reversed out of a rule

### Innovators in Graphic Design: Three American

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Paul Rand (born Peretz Rosenbaum, Bradbury Thompson (1911-1995) Saul Bass (1920-1996) was not only was truly a master of almost every aspect of the design profession. He was an art director for Madermoiselle magazine, designed books, pushed of limit the design thanks to his collaborations logo designs. He was one of the originators of the Swiss Style of graphic design the Neurola I by originators of the Swiss Style of graphic design at Namerica. He was also an educator, teaching at Yale University, He designed many posters and corporate identities, in Closuses of Westvaco Inspirations for the Westvaco Paper Corporation. His designs reached Westvaco Paper Corporation. His designs reached Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

### Free public lecture

April 8, 2012 6 pm

The School of the Art Institute of Chicago Columbus Auditorium, 280 South Columbus Drive

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur. - Paul Rand

> I believe an avid interest in type necessarily includes a zest for everyday life. - Bradbury Thompson

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. - Saul Bass

Free public lecture

Rand

Paul

Columbus Auditorium April 8, 2012 | The School of the Art Institute of Chicago 280 South Columbus Drive

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Bass

Saul

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Saul Bass (1920-1996) was not only one of the great graphic designers of the mid-20th century but an outed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo

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Free public lecture April 8, 2012 6 pm

Free Public lecture 6 pm Innovators in Graphic Design: Three American Greats
The School of the Art Institute of Chicago Columbus Auditorium Good design adds value of some kind, gives meaning, Good design ands value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; reconcile the violator's cancibilities and rewards the it respects the viewer's sensibilities and reviewer.

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The School of the Art Institute of Chicago 280 South Columbus Drive Columbus Auditorium Ā Paul Rand (born Peretz Rosenbaum, 1914–1996) was a well-known graphic Three designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate Design: identities, including the logos for IBM, UPS and ABC. Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold it respects the viewer's sensibilities and rewards the entrepreneur Bradbury Thompson (1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for Mademoiselle magazine, designed books, Graphic pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of Westvaco Inspirations for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers. I believe an avid interest in type necessarily includes a zest for everyday lif 2. Saul Bass (1920-1996) was not only one of the great graphic designers of the mid-Innovators 20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo. I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent



Innovators in
in Graphic Design
n: Three American
n Greats

Free public lecture April 8, 2012 6 pm Columbus Auditorium

The School of the Art Institute of Chicago
280 South Columbus Drive

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### typographic series five

### specifications

3 sizes : 2 weights

vertical, horizontal, and/or diagonal axis

Helvetica Neue 45 Light & Helvetica Neue 85 Heavy

10 pt., 15 pt. & 20 pt.

Color: Use one spot color and/or tints of black

### explorations (6 minimum)

### alignment:

- 1. all flush left
- 2. all flush right
- 3. combination FL & FR
- 4. justified

Use any of the above varieties of alignment for your explorations.

### orientation:

- 1. Vertical axis only
- 2. Horizontal axis only
- 3. Combination of horizontal & vertical axis
- 4. Diagonal axis only
- 5. Combination of all of the above

### required text

Innovators in Graphic Design:

Three American Greats

Free public lecture

The School of the Art Institute of Chicago

Columbus Auditorium

280 South Columbus Drive

6 pm

April 8, 2012

Bradbury Thompson

Paul Rand

Saul Bass

Quotations & credits

add: Text (one paragraph for each designer)

optional elements: 1 2 3; rules; bullets;

type reversed out of a rule

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Innovators in Graphic Design:

#### **Three American Greats**

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I believe an avid interest in type necessarily includes a zest for everyday life.

Free public lecture **April 8, 2012** 6 pm

The School of the Art Institute of Chicago Columbus Auditorium 280 South Columbus Drive

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**Innovators in Graphic Design: Three American Greats** 

### Innovators in Graphic Design: Three American Greats

The School of the Art Institute of Chicago Columbus Auditorium, 280 South Columbus Drive April 8, 2012 6 pm

RAND PAUL

BRADBURY THOMPSON

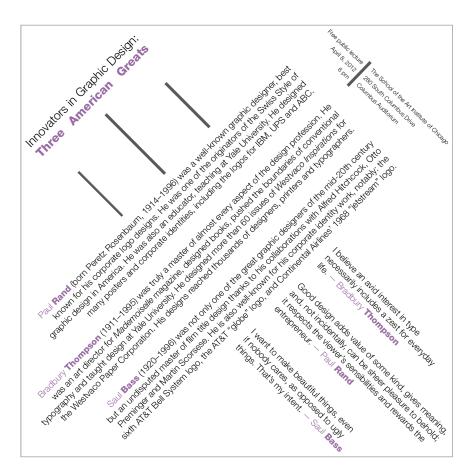
BASS

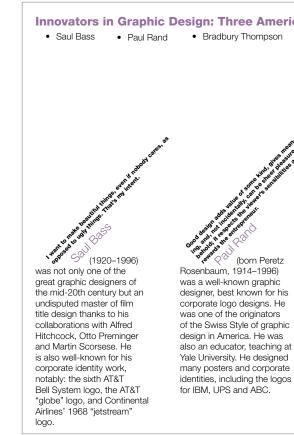
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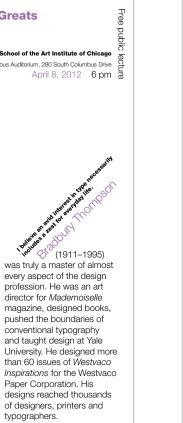
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The School of the Art Institute of Chicago

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Columbus Auditorium, 280 South Columbus Drive

Free Public Lecture The School of the Art Institute of Chicago Columbus Auditorium, 280 South Columbus Drive April 8, 2012 6 pm g 5 **Three American Greats** Innovators in Graphic Design: Paul Hand goom Peter Rosenbaum, 1914—1990, was a well-known graphic designer, best known or his corporate logo designs. He was one of the originators of the Swiss Style of graphic design n America. He was also an educator, teaching at fale University. He designed many posters and corporate identities, including the logos for IBM, JPS and ABC. Saul Bass (1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Affect Hitchcock, Otto Preminger and Martin Scoreses. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Afrines' 1968 "jetstream" logo. Bradbury Thompson (1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for Mademoiselle magazine, designed books, pushed the boundaries of conventional typography and taught design at conventional typography and taught design at Mestraco Inspirations for the Westvaco Paper Corporation. His designs reached thousands of designers, orinters and byographers.

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### Innovators in Graphic Design: Three American Greats

The School of the Art Institute of Chicago Columbus Auditorium, 280 South Columbus Drive April 8, 2012 6 pm

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