

TYPOGRAPHIC *SPRINTS*:



20 PAIRED
TYPOGRAPHIC
EXPERIMENTS.



DESCRIPTION:	<p>Pairing typographic forms is an important task. In order to properly pair typography you first have to consider what is a well designed typeface? Is Comic Sans well designed, for example? Or the font Curls, is it a typeface you should avoid?</p> <p>Create 15-20 different Paired Typeface experiments. This is a quick assignment. Consider editing size, spacing [Character Panel, Tracking & Leading], scale, weight, line-breaks, consider adding lines, underlines and even mixing typefaces in the same work. See process.</p> <p>--1. Pinterest: https://www.pinterest.com/carrieadyer/paired-typography/ Paired Typeface Research.</p> <p>--2. **Watch: [carrie video] https://youtu.be/CD04EC6US_Y Typography Presentation.</p> <p>--3. Watch: Beginning Graphic Design: Typography. https://youtu.be/SBYZHOIYFX0</p> <p>--4. Watch: Kerning. https://youtu.be/XHEP9BCJMR4</p> <p>--5. Watch: Tutorial by Carrie. https://youtu.be/LPY6BYP_MF8 20 Paired Typographic Experiments. [carrie video]</p>
OBJECTIVES:	<p>--a. Students will use consider the use of different typefaces in practical, legible forms.</p> <p>--b. Students will create 15-20 different paired and styled typefaces.</p> <p>--c. Students will use form [elements and principles of design] to develop a visual aesthetic.</p>
RESEARCH:	<p>SEE ALL PINTERST BOARDS: https://www.pinterest.com/carrieadyer/</p> <p>--1. TYPOGRAPHIC ANATOMY: https://www.pinterest.com/carrieadyer/typographic-anatomy/</p> <p>--2. \ T Y P 3 _CANDY: www.pinterest.com/carrieadyer/t-y-p-3-_candy/</p> <p>--3. TYPOGRAPHIC COLLAGE www.pinterest.com/carrieadyer/typographic-collage/</p> <p>--4. LAYOUT DESIGN: www.pinterest.com/carrieadyer/layout-d3sign/</p> <p>--5. BOOKS-ZINES: www.pinterest.com/carrieadyer/books-zines/</p>
DESIGN RESEARCH:	<p>Ellen Lupton: http://elupton.com/</p> <p>Jessica Hische: http://jessicahische.is/</p> <p>Paula Scher: https://www.behance.net/PaulaScher</p> <p>Elliot Earls: https://www.elliottearls.com/</p> <p>Ed Fella: https://www.aiga.org/medalist-edfella</p> <p>David Carson: https://www.aiga.org/medalist-david-carson</p> <p>Fede Kanno: https://cargocollective.com/federicokanno</p> <p>Liao Wei: http://www.liaoweigraphic.com/</p>

20 PAIRED TYPE EXPERIMENTS.



RUBRIC.



20 PAIRED TYPE EXPERIMENTS.

RUBRIC OVERVIEW.

Within this assignment work to develop typographic considerations of contrast and weight. Successful layout will experiment with negative space, scaling, typeface selection, typeface pairing, weight, alignment, and contrast. Some students struggle with presenting this assignment considering the overall layout as a system and visual form. As you work with typography in this project, think of how to create typographic hierarchy, develop visual flow, control and delegate typographic weight & hierarchy as visual interest, and how you will emphasize specific elements within a typographic composition to communicate voice and emphasis.

#	Criteria	% of grade	Draft Quality.	Developing.	Meets Expectations.	Above Average.	Stellar.
1.	Typefaces. Examples include: ___. Is there a wide selection of well designed typefaces that were chosen for the layout? ___. Was there an effort to try different orientations, and adjustments mixing typefaces considering size and scale.	10%	0	1	2	3	4
2.	Kerning, Leading, & Tracking. Examples include: ___. Did student experiment with a wide selection of spacing options considering Kerning, Leading, and Tracking? ___. Did student try different spacing options and adjustments mixing different types of spacing together to create a sophisticated aesthetic.	10%	0	1	2	3	4
3.	Weight & Contrast. Examples include: ___. Did student try different weights and styles like Bold, Light, Condensed, Italic, Thin, Ultra Thin, etc.	10%	0	1	2	3	4
4.	Typographic Hierarchy. Examples include: ___. Is there a sense of hierarchy and scale in the overall layout and within each individual micro composition? ___. Was scale used as an important factor to distinguish this order of hierarchy? ___. Does the hierarchical order make sense?	10%	0	1	2	3	4
5.	Risk-taking & Originality. Examples include: ___. Is there unique perspective and interpretation of typographic styling from the students own inspiration and visual language?	10%	0	1	2	3	4
6.	Presentation + Overall finished Layout. Examples include: ___. Work implements consideration of negative space, hierarchy, margins.	10%	0	1	2	3	4
7.	Overall Process + Design Thinking. Examples include: ___. Is student working on process and developing their work. ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design.	10%	0	1	2	3	4
8.	Self Driven Critique, Peer Critique, & Studio Culture.	10%	0	1	2	3	4
9.	Professionalism + Positive Thinking.	10%	0	1	2	3	4
10.	Followed Submission Instructions?	10%	0	1	2	3	4

20 PAIRED TYPE EXPERIMENTS.



ASSIGNMENT
PROCESS.



Assignment Process / 20 Paired Typographic Experiments.

> > Watch: Tutorial by Carrie. 20 Paired Typographic Experiments.

https://youtu.be/IPYGBYP_mF8

- ___a. Open Adobe InDesign.
- ___b. Make a Print document at 8.4"x14" [or your choice of paper size], Portrait document.
- ___c. Pick a theme. See below.
___A. Series of Memories
___B. Series of Moments that Changed Your Life
___C. Imagined Memories
___D. Imaginary Organs
___E. Loss / Time / Memory
- ___d. Based on the theme you chose write a "title". The title is up to you. Then apply your name beneath, "by [your name]". You will use this title and theme on the next big project. See example below.
- A Series of Memories,
a collection of artifacts
by John Doe*
- ___e. In Adobe InDesign, use the text tool and draw a text box.
- ___f. Type your title into the text box. Make a text box for each line and proceed based on design decisions.
- ___g. Select a typeface in the Character Panel for each text box. Edit size, spacing [Character Panel: Tracking & Leading], scale, weight, line-breaks, consider adding lines, underlines and even mixing typefaces in the same work. Check out the Glyphs panel under >Window, type & tables, glyphs.
- ___h. Duplicate title [text boxes] 15-20 times and significantly alter text, spacing, typefaces, styling. Again consider editing size, spacing [Character Panel: Tracking & Leading], scale, weight, line-breaks, consider adding lines, underlines and even mixing typefaces in the same work.

EXAMPLE



A SERIES of
MEMORIES by Carrie A. Dyer

*A Series
of MEMO-
RIES* by Carrie A. Dyer

A Series of *Memories*
by Carrie A. Dyer

a *Series of Memories*
BY CARRIE A. DYER

a Series
of *Memories*
by CARRIE A. DYER

a **Series of Memories**
by CARRIE A. DYER

:a **SERIES** of **MEMORIES**
A COLLECTION OF ARTIFACTS BY CARRIE A. DYER

:a **SERIES** of **MEMORIES**
A COLLECTION OF ARTIFACTS BY CARRIE A. DYER

a **SERIES** of **MEMORIES**
A COLLECTION OF ARTIFACTS BY CARRIE A. DYER

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a *SERIES* of *MEMORIES*
A COLLECTION OF ARTIFACTS BY CARRIE A. DYER

a **SERIES** of **MEMORIES**
A COLLECTION OF ARTIFACTS BY CARRIE A. DYER

:a *SERIES* of
MEMORIES.
A COLLECTION OF ARTI-
FACTS BY CARRIE A. DYER

a **SERIES** of
MEMORIES.
A COLLECTION of ARTI-
FACTS by Carrie A. Dyer

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DIAGRAMMED EXAMPLES OF TYPEFACES USED.

