

2007. Monday. April 9

MIDTERM



This shouldn't be too painful- at least I'm not going to write the whole assignment sheet using the long s, right? Ok, then.

You will have two tasks in this project, both related to the reading we have been doing.

PART 1: We have read a great deal about the use of printer's marks by the most famous printing houses in Europe, so that anyone acquiring a book of theirs would know whose craft it represented.

Please re-examine Figures 7-3 through 7-5, 7-19, 7-24, which include the printer's marks of Nicolas Jenson, Aldus Manutius, Geoffroy Tory, etc. I would like you to design your own printer's mark (you may find it easiest to model yours after the ideas on p. 95). The mark should be a personal symbol of your own invention. You do not have to explain to the class, but you will have to explain to me the meaning of the symbol.

TURN IN: 1 symbol, created in the program of your choice, a description of your symbol.

Part 2: You will create an original typographic design, working with the file "lettersquare.ai" that I have posted to the class website. (If you find this file cumbersome to work with you may create your own square(s) to use as the underlying structure for your font.

Your font may be serif, sans-serif, italic, condensed, expanded, script, gimmicky, etc. In other words, I am not giving you any limitations to work with.

You must create letters A-Z uppercase OR lowercase, as well as numbers 0-9. For extra credit you can do punctuation/ the symbols on your keyboard, or whichever you chose not to do, the lowercase or uppercase letters.

THESE SHOULD BE ORIGINAL LETTER DESIGNS FROM SCRATCH.

When you are done creating your letters and numbers, please paste them into one file.

You must create your letters as vector graphics, in keeping with the conventions of electronic font design. No, your font will not be functional, but you could easily make it functional in the future.

TURN IN: 1 file with the 26 letters of the alphabet (upper or lowercase) and the numbers 0-9.

PLEASE PRINT OUT YOUR FILES and MAKE SURE YOUR NAME IS ON THE BACK. YOU MAY also GIVE ME A CD if you wish (in a case please, with your name somewhere obvious.)

Resources: See the Links page of our class site for some helpful related sites.