

TYPOGRAPHIC LAYOUT

Assignment:

Diminuendo is a type arrangement in which a large letter, word, or phrase leads the eye, gradually, to smaller and smaller words until the entire text is read. It has existed as a typographic tradition since Roman times and is still seen today in the following examples: initial drop caps, chapter headings in a book, newspaper layouts, editorial design, web pages etc.

With the content from your 3 page paper on your assigned type designer or typographer (see list to the right), construct a layout that uses *diminuendo* to guide the reader through the text. The composition should make use of a grid structure and include at least 5 of the following typographic hierarchies:

- headline
- kicker
- body copy
- pull-quotes
- subheads
- bylines & credits
- captions

The limitations of this project are:

- use only black and white
- no photographs
- trim size: 10" X 16" horizontal or vertical
- make use of the grid for layout
(print copy of the grid to bring with final to critique)

Note:

The primary objective of this typographic assignment is clarity, legibility and readability. Consider the use of negative and positive space while constructing your layout. Use scale, placement, the law of thirds, perimeter edges, and axial relationships to move the viewer through the piece creating a hierarchical structure. Consider the following principles: dominance, balance, tension, movement, and direction.

Dead:

Claude Garamond
William Caslon
Frederic W. Goudy
Francesco Griffo
John Baskerville
Morris Fuller Benton
Giambattista Bodoni
Emil Rudolf Weiss
Edward Johnston
Eric Gill
Stanley Morison
Rudolf Koch
Nicholas Jenson
Paul Renner
Roger Excoffon
Herb Lubalin
Max Miedinger
Chauncey H. Griffith
Evert Bloemsma
Frederic W. Goudy
Jan Tschichold

Living:

Tobias Frere-Jones
Jonathan Hoefler
Herman Zapf
Edward Benguiat
Robert Slimbach
Gerrit Noordzij
Adrian Frutiger
Bram de Does
Mathew Carter
Erik Spiekermann
Gerard Unger
Frank Blokland
Kris Holmes
Carol Twombly
Margo Chase
Wim Crouwel
Zuzana Licko
Paula Scher
Massimo Vignelli
Neville Brody
Stephan Sagmeister
David Carson
Joseph Muller-Brockman
Michael Place