

# RESEARCH PAPER A + B. [TYPOGRAPHY]



Students are required to write two papers on the four textbooks below. Students are required to write a paper for A and B. Each paper is worth 50 points, totaling 100 points together.

## A.

### PAPER A.

#### Topic:

*Graphic Design is Thinking & it is Storytelling.*

#### Description:

Write a 500 word paper researching the two textbooks below and answering the following questions per book. Connect the dots by considering how these topics overlap and connect with your design practice and why this line of inquiry is important.

#### Texts & Questions:

##### 01. Read the Text & Respond to Questions:

*Text: Graphic Design Thinking, by Ellen Lupton*

- \_\_\_ What is Graphic Design Thinking?
- \_\_\_ How are design process and thinking connected?
- \_\_\_ Reference 10 specific examples from the reading considering Design Thinking strategies and processes that could help your own design process.
- \_\_\_ Why is this research significant?

##### 02. Read the Text & Respond to Questions:

*Text: Design is Storytelling, by Ellen Lupton*

- \_\_\_ Lupton says "Designers today produce more than logos and cereal boxes; they create situations that stimulate the mind and body over time." Explain how designers can emphasize Action, Narrative, and Journey.
- \_\_\_ How does Color and Emotion play a significant role in design and storytelling?
- \_\_\_ How does an Experience stir emotions and generate memories as the author discusses?
- \_\_\_ What is Sensation and how can it be used in design to develop human perception as a dynamic process?
- \_\_\_ Why is Multisensory Design important as the author discusses?
- \_\_\_ Why is this research significant?

## B.

### PAPER B.

#### Topic:

*Typographic Research, Type, Lettering, & Thinking.*

#### Description:

Write a 500 word paper researching the two textbooks below and answering the following questions per book. Connect the dots by considering how these topics overlap and connect with your design practice and why this line of inquiry is important.

#### Texts & Questions:

##### 01. Read the Text & Respond to Questions:

*Text: Thinking with Type, 2nd, by Ellen Lupton,*

- \_\_\_ Define the word typography. [LETTER]
- \_\_\_ What is the difference between a typeface and a font? [LETTER]
- \_\_\_ Why does the history of type reflect tension between the hand and machine? [LETTER]
- \_\_\_ How does typography help the viewer navigate through a page of text? How do you navigate through a page of text? What characteristics do you notice first? [TEXT]
- \_\_\_ How are typographic forms related to architecture? [TEXT]
- \_\_\_ What do you think about the perspective of the French Philosopher who wrote that although the alphabet represents sound, it cannot function without silent marks and spaces? [TEXT]
- \_\_\_ The author says Typography is the art of Framing. What does she mean by this? [GRID]
- \_\_\_ Why is this research significant?

##### 02. Read the Text & Respond to Questions:

*Text: Lettering & Type: Creating Letters and Designing Typefaces,*  
by Bruce Willen

- \_\_\_ Why are hand Lettering and Type considered significant areas of study in contemporary design?
- \_\_\_ What are significant histories surrounding typography?
- \_\_\_ What are significant conceptual considerations surrounding the practice of typography? [consider conceptual alphabets.]
- \_\_\_ Why is this research significant?

- --A. DESCRIPTION. See previous page.
- --B. GRADING OBJECTIVES & CRITERIA. I will be evaluating the following criteria in your papers:

  - 1.] The ability to communicate the ideas discussed in the texts, evaluate ideas, and answer the questions provided.
  - 2.] The ability to form and analyze the significance of these ideas and their connection to the art and design process.
  - 3.] The ability to consider contemporary topics and connect the dots to the student's body of work.
  - 4.] The quality of the language, thought-process, and grammar.
- --C. LENGTH/STYLE. 500 words minimum / MLA Style
- --D. HEADING. \_Student Name,  
\_Class,  
\_Professor Name,  
\_Project Title,  
\_Title of Paper,  
\_Date.
- --E. FORMAT. Word File
- --F. SUBMISSION PROCESS. Turn in word file on 1. Microsoft Teams Assignment Tab, and 2. Google Drive
- --G. DATE DUE. Final Exam Day by 11:59 pm.
- --H. REFERENCES. See textbooks.

| READING:

-  : 1.] *Thinking with Type*, 2nd, by Ellen Lupton, ISBN-10: 1568989695
- 2.] *Lettering & Type: Creating Letters and Designing Typefaces*, by Bruce Willen, ISBN-10: 156898765X
- 3.] *Design Is Storytelling*, by Ellen Lupton, ISBN-10: 194230319X
- 4.] *Graphic Design Thinking*, by Ellen Lupton, ISBN-10: 1568989792