

RESEARCH
PAPER B.
[T Y P O G R A P H Y]



--A. DESCRIPTION. **Topic:** *Typographic Research, Type, Lettering, & Thinking.*

Description: Write a 500-1500 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?

--B. GRADING OBJECTIVES & CRITERIA. See Rubric.

--C. LENGTH / STYLE. 500-1500 words, 500 words minimum / MLA Style

--D. HEADING.
 __Student Name
 __Class
 __Professor Name
 __Project Title
 __Title of Paper
 __Date

--E. FORMAT. Microsoft Word File [Please no PDF Files]

--F. SUBMISSION Turn in on Blackboard.
PROCESS.

--G. DATE DUE. See Calendar.

RUBRIC.



PAPER.

RUBRIC OVERVIEW



#	Criteria	% of grade	Draft Quality	Developing	Meets Expectations	Above Average	Stellar
1.	Syntax. Punctuation. Grammar. Quality of Language. Quality of Language & Grammar. The quality of the language, thought-process, and grammar. Did student cite texts? Did student have grammatical errors?		0	1	2	3	4
2.	Organization & Hierarchy of Writing. Are paragraphs and writing structured, focused, and follow a thoughtful structure. Is there an introduction and conclusion?		0	1	2	3	4
3.	Voice of Writing Style. Does student show evidence of their own voice and writing style as they communicate their perspective?		0	1	2	3	4
4.	Citations. Are the texts cited?		0	1	2	3	4
5.	Communication of Ideas + Creativity of Ideas. The ability to communicate the ideas discussed in the texts, evaluate ideas, and answer the questions provided. Did student understand the topics discussed and communicate them clearly?		0	1	2	3	4
6.	Reference Texts : Form & Analyze Significance. The ability to form and analyze the significance of these ideas and their connection to the art and design process.		0	1	2	3	4
7.	Contemporary Topics & Connecting. The ability to consider contemporary topics and connect the dots to the student's body of work.		0	1	2	3	4