



TYPOGRAPHIC ANATOMY.

/// TYPOGRAPHIC SPRINTS / LAYOUT LETTERING & TYPEFORMS.

DESCRIPTION :

Develop a Typographic Anatomy Diagram using Adobe Illustrator on an 11x17" Artboard. Try your best to utilize 20-50 terms within typographic anatomy. See diagram example. Please do not copy the visual aesthetic of the examples provided.

OBJECTIVES :

- a. Students will study and create references for a typographic anatomy diagram
- b. Students will apply a range of typographic
- c. Students will apply terminology to design work
- d. Students will use form to develop a visual aesthetic for the diagram.

DESIGN PROCESS / RESOURCES :

- 1. DIRECTIONS. See following page.
- 2. RESEARCH.
 - ___ *Thinking with Type*, 2nd, by Ellen Lupton, ISBN-10: 1568989695
 - ___ *Lettering & Type*: by Bruce Willen, ISBN-10: 156898765X
- 3. VIDEOS.
 - ___a. {c Type Anatomy Demo < LINK >
 - ___b. Type Terminology A to Z < LINK >
 - ___c. Typographic Anatomy. < LINK >

RESEARCH :

VISUAL EXPLORATION is essential. Below are examples of successful, creative, contemporary design work. A lot of these examples are award winning works. I give you these links to explore and develop aspects of your own aesthetic. The examples here are selections from my inspiration. Behance is also a great place for visual exploration.

- | | |
|-------------------------------------|-------------------------------|
| ___a. Main Pinterest Link. < LINK > | ___e. design : : < LINK > |
| ___b. Type Anatomy < LINK > | ___f. Layout Design. < LINK > |
| ___c. Type Collage < LINK > | ___g. Books-Zines. < LINK > |
| ___d. \ TYP 3 _Candy. < LINK > | |

Assignment Process / Typographic Anatomy:

> > > Watch: Tutorial by Carrie is located here:

Typographic Anatomy Diagram Process
<https://youtu.be/MW6039ww0Uo>

- __a. Open Adobe illustrator.
- __b. Make a Print document at 11"x17", Portrait.
- __c. Draw a text box.
- __d. Type out a phrase or the words "Typographic Anatomy". **Type each word in a separate text box.
- __e. Apply a typeface to each text box.
 [I used *Baskerville Regular* and *Baskerville Italic*.]
- __f. Edit tracking in the Character Panel. Space out letterforms under tracking.
- __g. Duplicate the text boxes -leave originals untouched to the side of your Artboard, out of the way.
- __h. After the text is styled, select text boxes. Go to >Type, Create Outlines. Now go to >Object, Ungroup. Click to the side. You should be able to select typeforms individually.
- __i. Using the Knife Tool, Scissors Tool, or Pathfinder Panel, break down elements of the typographic forms to illustrate each element of anatomy. So, you will literally slice up parts of the forms change the color to illustrate each typographic anatomy term.
- __j. Continue this process for each term. Reference in-class demonstrations.

TERMS:

01. / MAJUSCULE / CAPITAL / UPPERCASE
02. COUNTER
03. EAR
04. TEAR-DROP TERMINAL
05. TWO-STORY LETTER
06. ASCENDER
07. TITTLE
08. ASCENDER LINE
09. X-HEIGHT
10. BASELINE
11. DESCENDER LINE
12. CROTCH
13. DESCENDER
14. LINK / NECK
15. LOOP / LOBE
16. STEM
17. BOWL
18. LEG
19. BILATERAL SERIF
20. APEX
21. FINIAL
22. CROSSBAR
23. SHOULDER
24. CAP HEIGHT
25. ASCENDER
26. ASCENDER LINE
27. X-HEIGHT
28. X-HEIGHT
29. CROSSBAR
30. MINUSCULE / LOWERCASE
31. STEM
32. AXIS
33. APERTURE
34. TAIL & DESCENDER
35. DESCENDER
36. BASELINE
37. DESCENDER LINE
38. PANGRAM
39. SWASH
40. EYE
41. SPINE
42. AMPERSAND
43. STROKE
44. TAIL
45. SPUR
46. BEAK
47. APERTURE
48. VERTEX
49. STRESS
50. OPEN COUNTER
51. EXAMPLES OF LIGATURES
52. BRACKET

RUBRIC.

LAYOUT LETTERING & TYPEFORMS.

TYPE ANATOMY. 

0	DRAFT QUALITY
1	DEVELOPING
2	MEETS EXPECTATIONS
3	ABOVE AVERAGE
4	STELLAR

Within this assignment work to develop your understanding of typographic anatomy and applying this knowledge to a design layout. The most successful student work for this assignment considered margins [spaces around the edges] and spacing, developed negative space as an important compositional component, experimented with typographic styling and weight, and communicated a sense of originality or visual language using unique forms or methods of organization.



Rubric Criteria

1.	Formal Qualities. [Elements & Principles of Design]. Examples include: ___Compositional qualities (layering & balance). ___Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value. ___Color Pallet includes students own mixed colors and not the default colors. ___Has the student successfully solved the compositional qualities of the work?	20%
2.	Experimentation, Originality, Visual Language, & Raster/Vector Forms. Examples include: ___Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___Range & Variation in form, line, pattern. ___ Uniqueness of Form and implementation of successful design decisions. ___ Are objects / compositions sophisticated? ___ Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___ How are compositional aspects balanced? ___ Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___ Are there unique elements that express voice. ___ Form experimentation with cohesive shape, size, scale, line, weight, etc. ___ Range and Variation in form, line, pattern. ___ Experimentation with minimal and complex forms. ___ Uniqueness of Form and implementation of successful design decisions.	15%
3.	> Assignment Skills. / 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. / 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. / Weight & Contrast. / Examples include: ___ Did student try different weights and styles like Bold, Light, Condensed, Italic, Thin, Ultra Thin, etc. / 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%
4.	Visual Presentation, Followed Submission Instructions. 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%
5.	Design Process + Design Thinking. Is evidence of the design process present? Examples include: ___Did student experiment with their design process during the assignment? ___ 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.? Design process can include brainstorming, visual research, aesthetic awareness, variation experimentation, "formstorming", different design techniques [Kit of Parts], etc. See <i>Graphic Design Thinking</i> and <i>Graphic Design the New Basics</i> , by Ellen Lupton for suggestions.	15%
6.	Self-Driven Critique, Peer Critique, & Studio Culture.	10%
7.	Professionalism + Positive & Critical Thinking.	5%
8.	Time Management + Required Experiments. ___Did student complete all required experiments?	15%
9.	Is Work Late? -20%	

TYPOGRAPHIC ANATOMY.



01. Baskerville, Regular



20. Baskerville, Italic



38. Bodoni SvyTwo ITC TT
39. Adobe Caslon Swash Italic



GRAPHIC DESIGN COLLECTIVE



This is a series of educational artworks made by the Graphic Design Collective.

GLOSSARY OF TERMS:

- 01. MAJUSCULE / CAPITAL / UPPERCASE
- 02. COUNTER
- 03. EAR
- 04. TEAR-DROP TERMINAL
- 05. TWO-STORY LETTER
- 06. ASCENDER
- 07. TITTLE / JOT
- 08. ASCENDER LINE
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- 10. BASELINE
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- 45. SPUR
- 46. BEAK
- 47. APERTURE
- 48. VERTEX
- 49. STRESS
- 50. OPEN COUNTER
- 51. EXAMPLES OF LIGATURES
- 52. BRACKET
- 53. APERTURE
- 54. LIGATURE
- 55. ARM