

## Art 3205

Winter Quarter 2009  
M/W 2:00 pm – 4:20 pm

## Applied Typography

Instructor: Karen Gutowsky  
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Office Hours: M-W 10:20-11:00/1:20-2:00/4:20-5:00  
Course Website: myhome.spu.edu/kgz/3205

### Project Seven Modular System

Throughout the course we will work on a series of poems written by American poets and create a typographic anthology.

Our seventh project will focus on a Modular System of typographic organization. The modular system is dependent on standardized non-objective elements or units that act as a ground to hold and contain text. Examples of the modular system include building blocks, storage containers, ad component systems.

Modules can be as simple as a hairline square or rectangle or more complex geometric shapes such as circles, ellipses, triangles, etc.

The idea is to standardize the unit on which the typography rests and then compose the message with the modules.

*(Text from Typographic Systems, by Kimberly Elam)*

#### Process

Each system will have three phases.

—First, will include 5 (8" x 8") hand studies mounted on 9" x 9" black construction paper. Poems will use one sans serif font, same size and weight throughout the 5 sketches. Variables will include placement, line breaks, leading, word and letter spacing.

—Second, will include 2 (8" x 8") computer studies printed out and mounted on 9" x 9" black construction paper. Variables will include non-objective elements such as rules, shapes, value shifts (ie bold weight, transparency and tone), illustration and or photography

—Third, Final Due, student will take evaluation from 7 sketches and create a final composition printed out 8" x 8" color output (all studies will be mounted at the end of the quarter).

*Below is the text used for  
Project Seven-Modular System*

#### At Great Pond

by Langston Hughes

At Great Pond  
the sun, rising,  
scrapes his orange breast  
on the thick pines,  
and down tumble  
a few orange feathers into  
the dark water.

On the far shore  
a white bird is standing  
like a white candle  
or a man, in the distance,  
in the clasp of some meditation  
while all around me the lilies  
are breaking open again  
from the black cave  
of the night.

Later, I will consider  
what I have seen  
what it could signify  
what words of adoration I might  
make of it, and to do this  
I will go indoors to my desk  
I will sit in my chair  
I will look back  
into the lost morning  
in which I am moving, now,  
like a swimmer,  
so smoothly,  
so peacefully,  
I am almost the lily ---  
almost the bird vanishing over the water  
on its sleeves of night.

#### Schedule

Wednesday, February 25—  
Steps 1 (5) hand sketches

Monday, March 2—  
Steps 2 (2) computer sketches

Tuesday, March 17—Final Study Due