

EXERCISE 02

SURVIVING REVIVAL

This exercise will build on the previous one, and you will now begin to focus more on the shapes than the process. You will be supplied with some slightly distorted and low-fidelity images of historical typefaces, which you will use as a starting point for a limited font comprised of a selection of characters from the Latin lower and upper cases. You will combine this source with a source of your own selection to make a hybrid based primarily on the assigned sample but incorporating cues from your secondary sample.

Learning outcomes:

- Ability to isolate identifying features of a typeface
- An improved awareness of historical models and influences
- Heightened awareness of the context typeface design including intended use and reproduction environments
- Hone skills in balancing weight, spacing and idiosyncrasy across the characters in a typeface.

Steps:

- 1 Starting with your supplied sample and gathered source, begin by *looking* carefully and identifying both defining characteristics and context. You are encouraged to read up on your assigned sample for more context.
- 2 In pencil, begin to *freehand* sketch the shapes of the letters H O D n o p from your sample, in order to familiarize yourself with the shapes, and immerse yourself in the visual vocabulary of the typeface.
- 3 Play with incorporating elements from your secondary source in your sketches. Once you have a set of sketches you are happy with, begin to digitally reconstruct these shapes using your font editor as before.
- 4 Space, Name, Generate and Install your font and create a test document as before. Assess the overall fit, color and texture of your typeface, making changes based on feedback and repeat as necessary.
- 5 Continue to add characters based on the progression discussed in class, aiming for adeoinHO + DBApgs.

Readings:

1. ILT Berkson's *Reviving Caslon*
2. Matthew Carter on Galliard

* Proof requirements

- a) isolated large/display size (30pt+) highlighting details found in the originals
- b) smaller text set at subhead/pull-quote size; (18pt+)
- c) smaller text settings showing text at body copy size. (9pt+)

Final Submission Requirements:

Single sheet tabloid size specimen sheet, showing the original supplied sample, with key details highlighted, as well as the final typeface in various sizes.* (guidelines will be provided)