

Unit 2 O2: Type Analysis

Imagine a time with no computers,
but with lots of craftsmanship and creativity...

So many typefaces with lots of history and stories to share. Choosing a typeface for this task will not prove easy. However, you are to choose a typeface to research.

Here is an example:

Futura

1. Provide a Visual example of the type family:

Futura Light
Futura Book
Futura Medium
Futura Heavy
Futura Bold
Futura Extra Bold
Futura Light Condensed
Futura Medium Condensed
Futura Bold Condensed
Futura Extra Bold Condensed

2. Who created the Typeface?

Paul Renner created Futura.

3. When?

Between 1924 and 1926. The typeface Futura was released in 1927 by the type foundry Bauer. (TIP: A type foundry is a company that designs, produces and releases typefaces.)

4. What was it inspired by?

Futura was Inspired by the Bauhaus

Renner was influenced by the design period of the Bauhaus and he wanted to create a modern typeface.

5. How would you describe the typeface to someone who hasn't seen it?

- sans serif does not have any non-essential elements (serifs or frills)
- basic geometric proportions (near-perfect circles, triangles and squares)
- crisp, clean style
- popular, classic
- with strokes of near-even weight and contrast
- distinctively tall lowercase letters that rise even above its capitals
- clean, standardised, legible, stylish without any overt 'style'.

6. Find an example of this typeface:

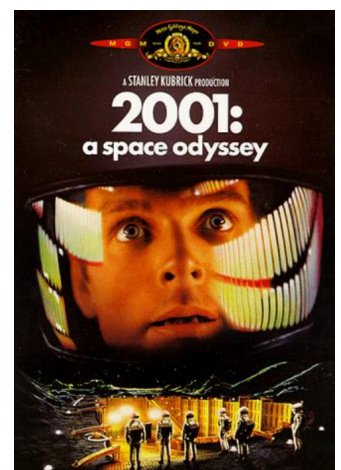
¹VW

²Ikea

³2001: a space Odyssey



Volkswagen



¹ <http://khairunysarts.blogspot.com/2015/06/task-2-volkswagen-logo-typeface.html>

² <http://idsgn.org/posts/ikea-says-goodbye-to-futura/>

³ <http://oitopos.blogspot.com/2011/09/2001-space-odyssey-original-trailer.html>

Need another example?

Trajan

1. Provide a Visual example of the type family:



2. Who created the Typeface?
Trajan was designed by Carol Twombly

3. When?
in 1989.

4. What was it inspired by?
It is an old-style serif typeface, based on the Roman letterforms used for the inscription at the base of Trajan's

column. The original typeface that Twombly designed did not include a lowercase, however one exists now. There were earlier attempts at creating a similar font and these include:

- Goudy created a version in 1939
- Hermann Zapf created Optima in 1955

You will be able to access both Optima and Trajan typefaces on your computer – type and compare the two typefaces to make comparisons.

5. How would you describe the typeface to someone who hasn't seen it?

- resembles a Latin inscription
- tilting fonts
- no lowercase (until recently)
- square capitals
- it was never designed for text, it was designed to be a display font
- small bracketed serifs
- clear and easy identifiable letters
- with almost no decorative flourishes
- the spacing between letters carefully calculated for easy reading and maximum effect
- elegant.

6. Find an example of this typeface:

⁴Movie posters



⁵Inscription

⁶Various logos



⁷Basketball top



⁴ <http://navmeetsingh.com/wp-content/uploads/2014/01/Trajan-Movie-Posters.jpg>

⁵ http://codex99.com/typography/images/ancient/trajan_inscr_lg.jpg

⁶ <https://www.pinterest.ca/pin/137430226104363963/>

⁷ <https://247sports.com/college/kansas/Board/103719/Contents/KU-athletics-visual-identity-re-trajan-71599223>

Unit 2 VCD Outcome 2: Type questions

Your turn!

***DO NOT TYPE ON THIS COPY - FILE>MAKE A COPY**

What we are actually going to do:

For homework, complete the following...

Choose a typeface. (Tip: Choose one where you will be able to answer the questions!)

Answer the following questions:

1. Provide a Visual example of the type family:
2. Who created the Typeface?
3. When?
4. What was it inspired by?
5. How would you describe the typeface to someone who hasn't seen it?
6. Find an example of this typeface:

Resources:

- <https://fontsinuse.com>
- <https://www.dafont.com/>
- <https://www.vectordairy.com/fonts/30-classic-fonts-every-designer-should-own/>

BE SURE TO REFERENCE YOUR WORK
&
USE TERMINOLOGY OF THE ANATOMY OF TYPOGRAPHY
WITHIN YOUR RESPONSE

How you are being Assessed

VCD Unit 2 O2

Type Analysis Homework Task

/25 % LG

	Not Shown 0	Very Limited 1	Limited 2	Satisfactory 3	Good 4	Excellent 5
<p>1. Provide a Visual example of the type family:</p> <p>2. Who created the Typeface?</p> <p>3. When?</p>		<p>Limited attempt to address the following components:</p> <p>Visual example may have been limited to one font (ie Futura size 12 bold is a font)</p> <p>Who created the typeface - may have been name only, not in full sentences.</p> <p>Date - may have been a number only, no full sentences.</p>	<p>Some attempt has been made to address the following components but more could have been done.</p> <p>Visual example may have been limited to only a few fonts (ie Futura size 12 bold is a font)</p> <p>Who created the typeface - may have been basic</p> <p>Date - basic response only</p>	<p>Has addressed the following components to a satisfactory level:</p> <p>Visual example may include 3 fonts (ie Futura size 12 bold is a font)</p> <p>Who created the typeface - in full sentence</p> <p>Date - good response</p>	<p>Has addressed the following components to a good level:</p> <p>Visual example may include more than 3 fonts (ie Futura size 12 bold is a font)</p> <p>Who created the typeface - in full sentence with info about the designer</p> <p>Date - good response</p>	<p>Has addressed the following components to a detailed level:</p> <p>Visual example may include more than 3 fonts (ie Futura size 12 bold is a font)</p> <p>Who created the typeface - in full sentence with info about the designer</p> <p>Date - excellent response, includes other things happening at the time</p>
<p>4. What was it inspired by?</p>		<p>Limited attempt at addressing the following components:</p> <p>What was it inspired by?</p>	<p>Some attempt has been made to address the following components but more could have been done. Basic info.</p> <p>What has it been inspired by?</p>	<p>The following components addressed to a satisfactory level:</p> <p>What has it been inspired by?</p>	<p>The following components addressed to a good level:</p> <p>What has it been inspired by?</p>	<p>The following components addressed to a detailed level:</p> <p>What has it been inspired by?</p>
<p>5. How would you describe the typeface to someone who hasn't seen it?</p>		<p>Limited attempt at addressing the following components:</p> <p>How would you describe the typeface to someone who hasn't seen it?</p>	<p>Some attempt has been made to address the following components but more could have been done. Basic info.</p> <p>How would you describe the typeface to someone who hasn't seen it?</p>	<p>The following components addressed to a satisfactory level:</p> <p>How would you describe the typeface to someone who hasn't seen it?</p> <p>Good description, some attempt to address Anatomy of Typography.</p>	<p>The following components addressed to a good level:</p> <p>How would you describe the typeface to someone who hasn't seen it?</p> <p>Includes good discussion of Anatomy of Typography</p>	<p>The following components addressed to a detailed level:</p> <p>How would you describe the typeface to someone who hasn't seen it?</p> <p>Includes discussion of Anatomy of Typography and elements/principles</p>
<p>6. Find an example of this typeface:</p>		<p>Limited attempt at addressing the following components:</p> <p>Has found 1 example of chosen Typeface No URL</p>	<p>Some attempt has been made to address the following components but more could have been done. Basic info.</p> <p>Has found 1 example of chosen Typeface and included URL</p>	<p>The following components addressed to a satisfactory level:</p> <p>Has found 2 examples of chosen Typeface and included URLs</p>	<p>The following components addressed to a good level:</p> <p>Has found 3 examples of chosen Typeface and included URLs</p>	<p>The following components addressed to a detailed level:</p> <p>Has found 3 examples of chosen Typeface and included URLs and annotated</p>
<p>Terminology & Referencing</p>		<p>Limited use of appropriate terminology.</p> <p>May have included a single reference type only or may not have referenced correctly and/or Visual material may not have been included.</p>	<p>Some use of Design terminology. Basic info.</p> <p>May have references but not accurately referenced.</p> <p>Visual material may have been limited.</p>	<p>Adequate use of and design terminology.</p> <p>including more than one type of references (ie website and book) correctly referenced and Visual material included.</p>	<p>Consistent use of design terminology.</p> <p>including a variety (3-5) of references correctly referenced and Visual material included for designs discussed.</p>	<p>Consistent and confident use of appropriate design terminology.</p> <p>including an extensive (5+) of references correctly referenced (see page 21 of school diary) and insightful Visual material included, including imagery of design discussed from varying viewpoints with annotations.</p>