TYPOGRAPHIC JOINERY

Logos, which are typographic symbols, are frequently begun by combining single letters such as the initials of a company. This project will address the study of combining letters into compact, self-contained units which would function as logos. These are also referred to as “ligatures,” or letterforms combined or merged into a blend of the two.

Each student will execute a series of four logos in the final finished stage.

The design objective is to combine the letters in a logical and graceful manner with selection of typefaces as a consideration. Emphasis will be on the letterforms and their unique relationships to each other. Points at which which the letterforms merge or connect should be carefully studied. You may modify a letter as long as it is done in a way that reflects its structure, and is in keeping with the design objectives of the project. The technical objective is to use the computer to “draft” the solutions accurately.

The following will be incorporated into the series:
(1) one uppercase letter and one lowercase letter (your choice)
(2) two lowercase letters (your choice)
(3) one uppercase letter and one numeral (your choice)
(4) two uppercase letters (your first and last initials)

Include the following relationships in the above series:
(A) serif to serif (the same typeface)
(B) sans serif to sans serif (the same typeface)
(C) serif to sans serif
(D) your choice*

*Do not combine two different serif faces or two different sans serif faces unless they are from the same font family.

Avoid eccentric and decorative fonts. Stick to the classics, available in Lab 255 or 119/140.

An italic is equivalent to having a different typeface. Be cautious when considering italics.

Both letters must be readable in each solution.

A letter or letters may be modified as needed, but must be in keeping with the design of the font.

Solve the design problem by going through the stages of thumbnails, roughs, tight roughs and comprehensives while incorporating lateral and linear approaches.

In the finished comp each logo will be approximately 3” X 3” on 8” X 8” board with all four mounted onto a sheet of 18” X 18” grey mounting board. The symbols will usually not be precisely square. Therefore, use the 3” X 3” size as a starting point. Size the symbols in each square for balance, once you are putting them together on the same board.

Thursday, September 21:
Studio. Work in class on thumbnails. Gather type specimens, etc. as needed.

Tuesday, September 26:
Critique: 12 thumbnails (three of each category of relationships mounted on Bristol board) due in felt tip, approximately 2” X 2” each.

Studio after critique. Work on revisions. Bring tracing paper, felt tips, and specimens.
LAYOUT DIAGRAM

MATERIALS
- tracing paper or marker paper
- black felt tip pens (markers)
- Bristol board (plate finish)
- gray mat or mounting board

X = 8"
Y = 3/4"
Z = 1/2"