

GD315A
HISTORY
AND ANALYSIS
OF DESIGN

INSTRUCTOR:
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Part A.

Google “Giambattista Bodoni” and “William Blake.” It will be helpful to Google text information and “Google Images” to find information. The following web site is also helpful...

1. www.octavo.com

— look at Bodoni’s *Manuale Typografico*

— look at Blake’s *Songs of Innocence*

— **print out one or two examples of each of Bodoni’s and Blake’s work.**

EXERCISE #4

2. <http://mitpress.mit.edu/e-books/HP> (when you get to the home page click on: Leon Battista Alberti’s Hypnerotomachia Poliphili and in the left column

‘typography’:

fonts

text and image

technopaegnia

‘cinematic visual logic’:

filmic sequences

double page spreads

‘woodcuts’

— **print out one or two pages from this site to submit**

3. On a separate sheet, answer **all** these questions...

1. What do these sites have in common to those of us studying History and Analysis of Design?

2. Is the information about the designers and authors in these sites *valuable* to today’s graphic visual communicators? Why or why not? Use the information in these sites, and information from your text, readings and class discussions to provide *specific* examples to support your response.

3. Is the information in these sites *useful* to today’s graphic designers? Why or why not? Use the information in these sites, and information from your text, readings and class discussions to provide *specific* examples to support your response.

Part B.

Go to:

1. http://en.wikipedia.org/wiki/Canons_of_page_construction

2. pages 48, 49, *The Form of the Book* (Jan Tschichold), in Week 4 on www.zloty-design.com

3. Each of the three examples below use a different technique to develop page grids. Follow the diagrams found in 1. and 2. above, and Use 4H pencil or 01 black Micron and gridded paper to draw accurate, gridded to scale “two-page spread” layouts of grids by:

a. Rosaviro/Tschichold

b. van de Graaf

c. Villard

Part C.

Make a layout using one grid you drew. On the layout, place text (and image(s)). Do this in two steps:

1. Write three original paragraphs—your interpretation, your understanding of the importance of—the grid you chose. Follow this guideline:

¶ 1: historical information

¶ 2: explain the way the actual grid is constructed (you may draw a diagram, and incorporate it into your layout)

¶ 3 explain your INTERPRETATION of the grid; **your** CONCEPT for your typographic layout. Interpret the grid LITERALLY or CONCEPTUALLY. Think this through, based on your research. Your layout may be historically accurate or a contemporary, ‘modern-day’ interpretation.

2. In InDesign, draw the grid—accurately and to scale—and design either a 2-page book/magazine spread or use only one page to design a poster. I suggest drawing the grid on the Master Page. Size and use of color are up to you, if you want to print at a later date. For class, submit a low-res pdf labelled, “Smith_gd315ex4layout”