

## ***Typography : A New Kind of Text Book***

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**Grade :** 9-12 mixed

### ***Goal:***

Students have been introduced to and worked with a multitude of tools in Illustrator and Photoshop for use with text. With that knowledge, they design an accordion book layout using a phrase of their choice. The book consists of only text and will be “illustrated” through the creative use of font choices, font placement and manipulation. Students have the tools to do this project, and will be encouraged to think creatively and outside of the box to create their book.

### ***Standards met:***

9.1 E Create works in the arts that communicate emotion, experiences or ideas.

9.1 F Create works in the arts that demonstrate ability to analyze and interpret works in the arts produced by others.

9.1 J Use traditional and contemporary technologies to create personal works in the arts.

9.4 B Compare and contrast informed individual opinions about the meaning of works in the arts.

### ***Objectives:***

- Students plan page layouts using Illustrator with a minimum of 6 pages. Students choose from three sizes : 5'x5', 9 ½ x 3 ½, or 4 ½ x 6 ½ .
- Students choose a song lyric, poem, quote, or make up their own phrase to be the subject of their book. The phrase must be appropriate.
- Students learn what an accordion book is and how to construct one.
- Students follow the design process through by planning, executing, printing, and making/constructing their final product-a hand-bound type book.
- Students use creative thinking and problem solving to illustrate their phrase through the use of font choices and text manipulation with Illustrator and Photoshop.
- Students learn some basic elements of design, including composition, balance, concept and message, and the principle of unequal spacing.

### ***Procedures:***

The lesson begins by discussing type and it's ability to convey ideas. Students view a few videos that demonstrate the versatility of type. Follow up discussion identifies how type has been used. After examining a completed example of the type book, students discuss how type has been used to illustrate the text, how accordion books are constructed and the objectives/requirements of this assignment.

Discuss: “What is good design?” Review vocabulary words and design principals.

## ***(Vocabulary & Terms***

**Composition:** The way in which the components of a design are visually combined and arranged. Composition takes into account placement, grouping, alignment, visual flow and the divisions of space within an object.

**Message / Concept:** The idea that the artist is trying to convey to the viewer. This message can be sent through the use of color, placement, font, size and grouping. Think about what it is that is important in your design, and go from there.

**The Principal of Unequal Spacing:** When the vertical and horizontal distances from the edge of the page are all unique. This visual variety allows the eye to play, leading it around the design. Play encourages exploration and draws the viewer in.

**Variations In Size:** This can be used to lead the eye from one element to another, to create intriguing associations between objects and to imply meaning (for instance, when a large element seems to be imposing on a smaller element). )

Demonstrations of how to set up a layout (with a two page spread per document), how to use guides and rulers, and how to crop and save images as a TIFF will be done. Demonstrations include covering book ends, folding, cutting and gluing pages and the final book assembly.

Students have 3 sessions to plan their book and layouts, 2 weeks (give or take as needed) to complete the layout and designs and 3 sessions to construct the books.

### ***Closure:***

Review the terms and ideas learned (composition, balance, the principle of unequal spacing, serif, san serif, script, and novelty fonts, message and concept) with a quiz following the completion of this unit. The class will participate in a critique of the completed books.

### ***Materials:***

- Epson Matte Paper, 8 ½ x 11
- Glue
- Bone Folders
- Wax Paper
- Heavy Matte Paper
- Decorative Paper
- Paint Brush

### ***Resources:***

*Thinking With Type*, Ellen Lupton

*Design Basics Index*, Jim Krause

Typolution Video : <http://www.youtube.com/watch?v=zVPfTlpCKaw&feature=related>

Typography – The Fray – How to Save a Life  
<http://www.youtube.com/watch?v=QOQ1D2RWVWw>

A Lesson in Typography  
<http://www.youtube.com/watch?v=Ki6rcXvUWP0>

## ***Vocabulary & Terms***

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***Evaluation:***

	Points Earned	Points Possible
Students completed thumbnails to plan their layout before working on the computer.		/10
Choice of phrase was appropriate and thoughtful.		/15
Designs demonstrate an understanding of good composition, principals of good design, balance, concept and message.		/20
Designs show effort and creativity through their use of font choices and text manipulation.		/20
Students used tools in Illustrator effectively accomplish their designs.		/15
Final book is constructed well. No glue showing, crisp and straight folds, no dirt on pages, and hidden seams.		/20
Total		/100

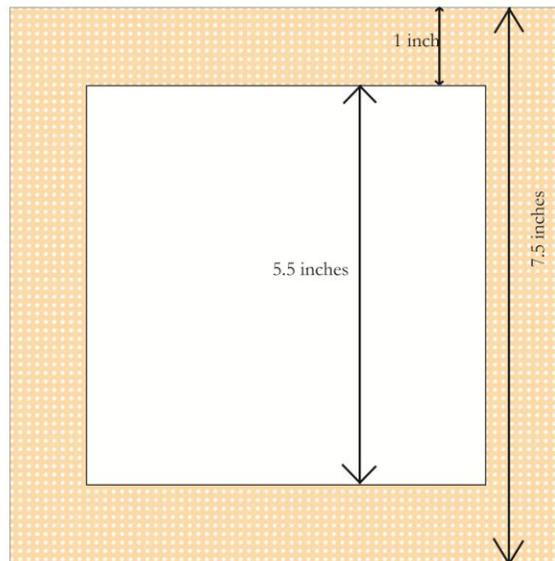
**Handouts to follow:**

**Making a Book Cover**

**Step 1:** Cut 2 pieces of book binding board that are  $\frac{1}{2}$  inch larger (horizontally and vertically) than the text block.

- 5x5 book, covers should be  $5\frac{1}{2} \times 5\frac{1}{2}$ .
- $4\frac{1}{2} \times 6\frac{1}{2}$  book, covers should be  $5 \times 7$ .
- $9\frac{1}{2} \times 3\frac{1}{2}$  book, covers should be  $10 \times 4$ .

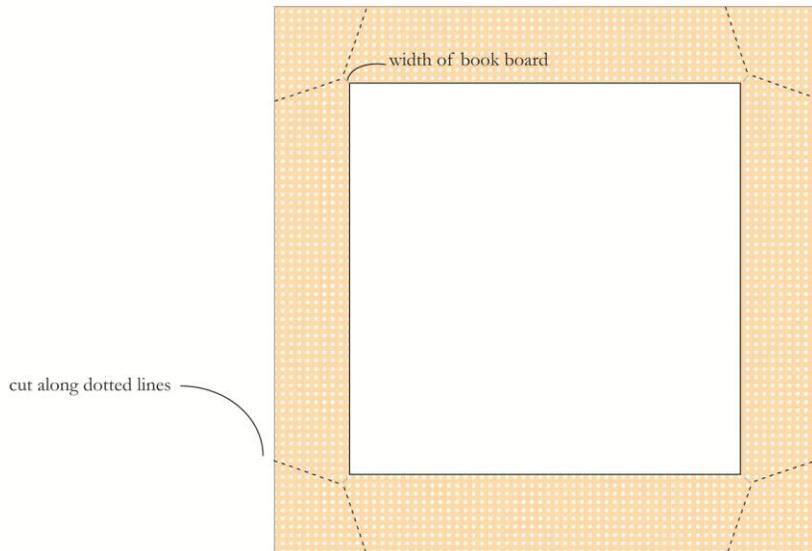
**Step 2:** Cut out 2 sheets of decorative paper that are 2 inches taller and wider than covers.



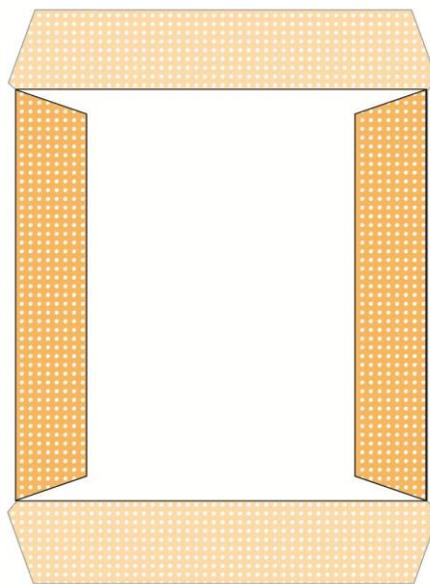
**Step 3:** Apply a THIN LAYER of PVA glue to the book binding board. Place in the middle of the decorative paper. Burnish on the opposite side.

**Step 4:** With pencil, draw lines out from corners of book board at a slightly inward angle.

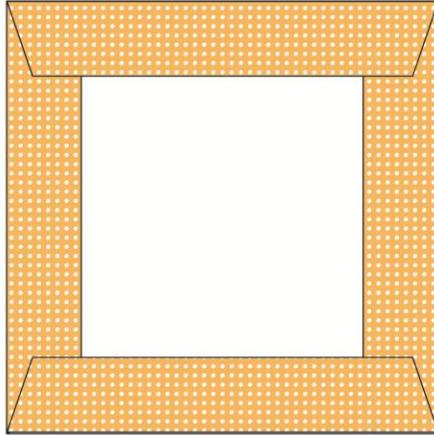
Start the lines about  $\frac{1}{4}$  inch away from the corner, approximately the width of the board. Refer to image below for the proper angle. Cut along those lines.



**Step 5:** Apply a thin layer of glue to the left edge. Fold over onto book board, using the bone folder for a crisp fold. Burnish with bone folder, smoothing from the edge inwards. Repeat with right side. Be sure to wipe off any excess glue.



**Step 6:** Repeat Step 5 with top and bottom flaps. Place a piece of wax paper on the top and bottom of the covers and press under a weight until dry.

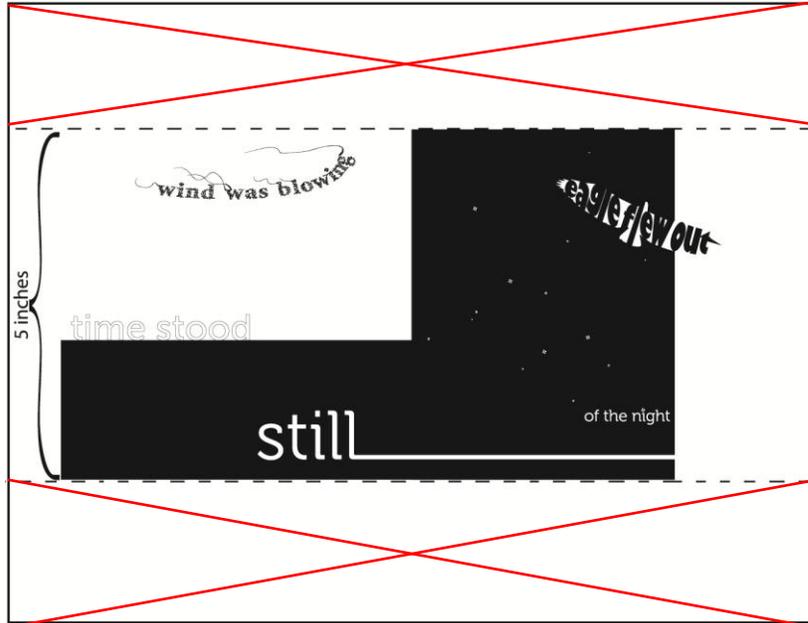


**Step 7:** Attach to text block (refer to accordion book instructions).

## Making Accordion Books

**Step 1:** Using ruler and xacto blade, and on a cutting mat, trim down the tops and bottoms of your pages

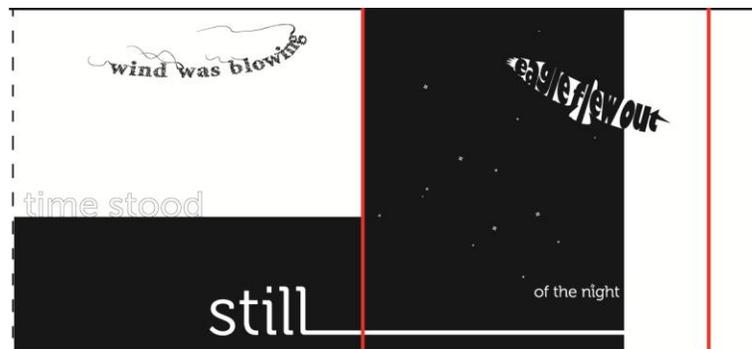
- **Measure to make sure each page is exactly the SAME HEIGHT!**



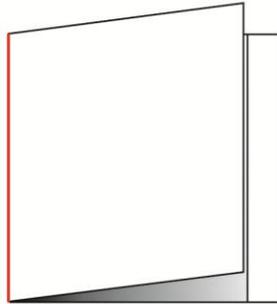
**Step 2:** Trim off the LEFT SIDE ONLY. On the last spread, trim off both flaps.



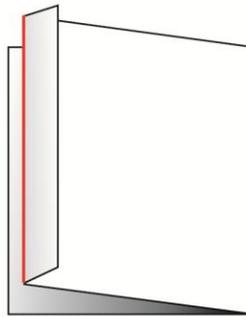
**Step 3:** Measure to find the EXACT MIDDLE of your pages (excluding the right flap). The pages should be the same size as the layout you chose. Place ruler along edges that will be folded (in the middle and on the right edge) Score with bone folder, by running the edge of it down the ruler 2-3 times.



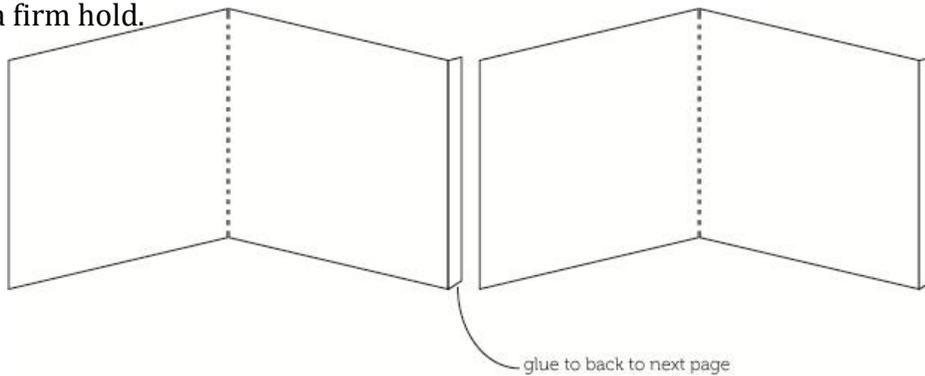
**Step 4:** Fold each page into itself, so that the images are on the inside. Run the bone folder along the folds for a crisp fold. This is called **burnishing**.



**Step 5:** Fold back the right edge. Burnish the edge of the fold.

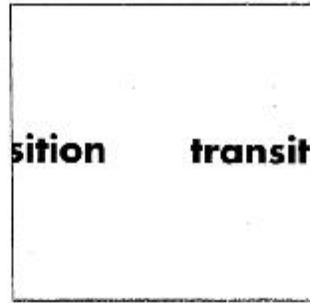


**Step 6:** Using a paintbrush and PVA glue, apply a **THIN LAYER** of glue to the right flap and then attach to the next back of the next spread. Burnish on the back, to ensure a firm hold.



You can express the meaning of a word or an idea through the spacing, sizing, and placement of letters on the page. Designers often think this way when creating logotypes, posters, or editorial headlines. In this project, physical processes such as disruption, expansion, and migration are expressed through the spacing and arrangement of letters. The round Os in Futura make it a fun typeface to use for this project.

Concepts illustrated here from  
 Memphis Institute College of Art



JIMMYCHEN 2020



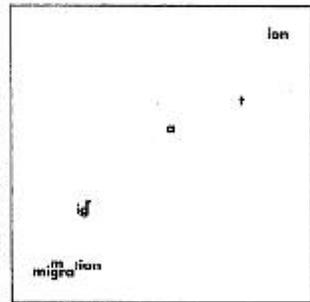
JULIANKLEIN 2000



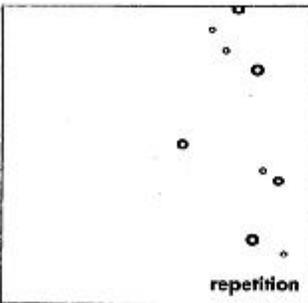
JONWICKER 2000



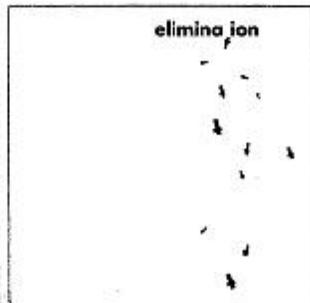
HALCOCK FOLTRAB



JACKY 2000



HEATHER WILLIAMS



HEATHER WILLIAMS

**Step 7:** Apply a **THIN LAYER** of glue to the back of the inside front cover. Make sure it is **CENTERED** inside of the cover. Burnish, using a piece of wax paper as a buffer, starting at the fold and then working your way out to the edge. Wipe off excess glue.

**Step 8:** Hold the back cover with the text block (all of the pages together) and the glued on front cover. Align all edges of the covers and lay down on work surface, making sure to not move anything. Carefully open and mark the edges of the inside back cover on the back cover. Repeat Step 7, aligning the corners of the inside back cover with the guides you just made.

**Step 9:** Press under books until dry!