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# PROJECT A: THE ART OF TYPE

GRDS 353 -Typography II

Anna Yang

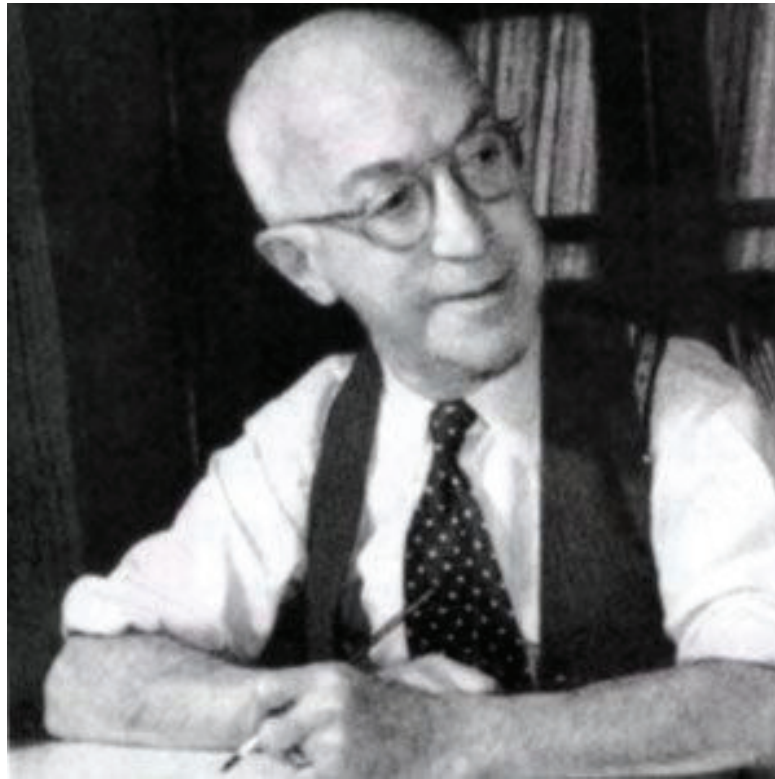
Professor Kwon

Spring 2020

Your instructor will assign you a typeface that you will be using for Project A as well as Exercises 1, 2, 3, and 4. Throughout these assignments, you will explore the role of typography as reflective of cultural, sociopolitical, and psychological dynamics of information exchange. For Project A, you will create a logotype and specimen sheet for your assigned typeface. The most important thing to remember is that you will be exhibiting your typeface in the context

of use. For example, display type that only works at large sizes may not fully highlight the type if you use it as body copy. Therefore, your designs should serve to inspire your market as to their potential and formal qualities. Your market, in this case, is the design community, which allows you complete freedom in your creation. Additionally, you will write a research paper that assesses the historical and contemporary context of your assigned typeface.

## PROJECT BRIEF

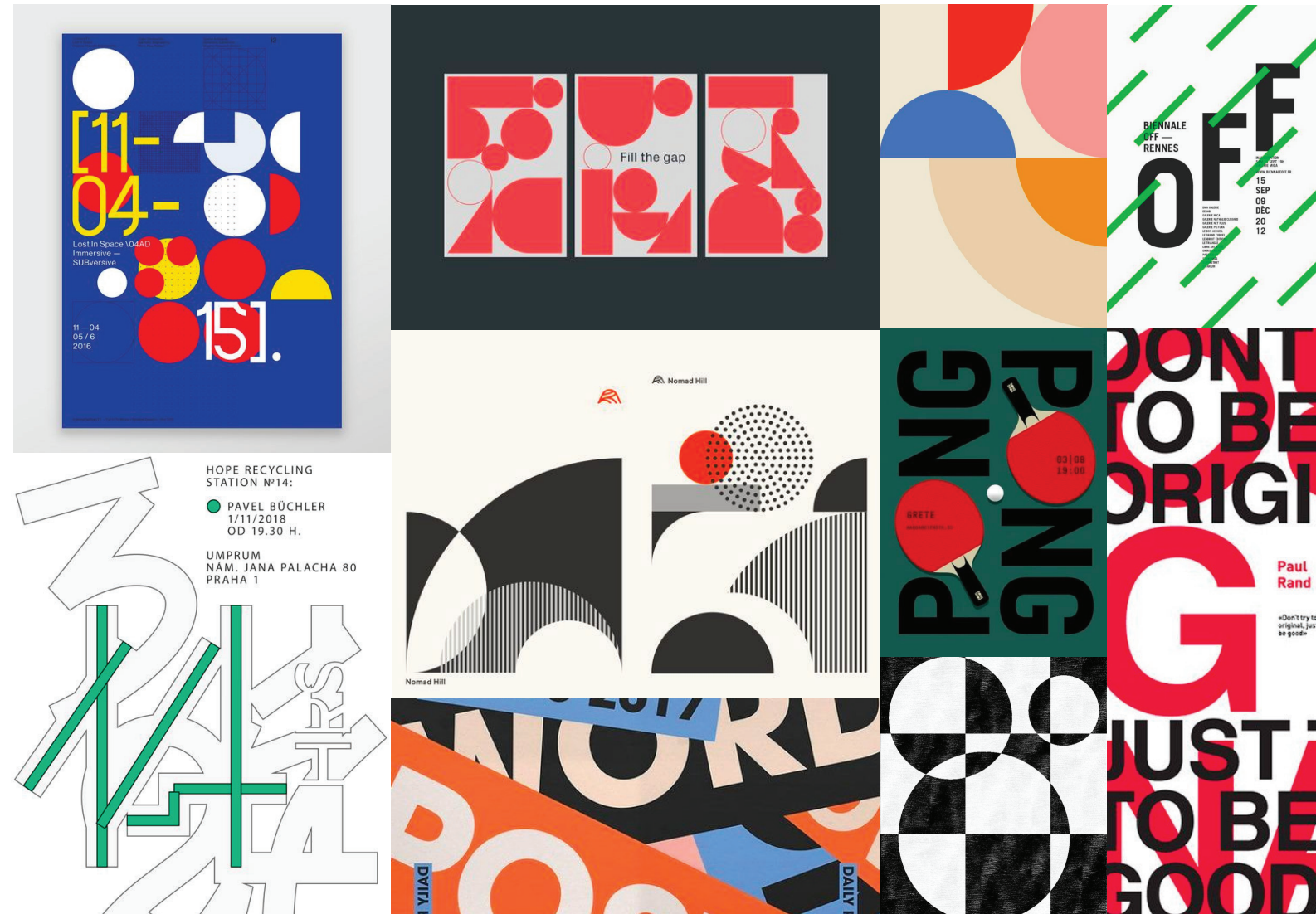


Century Gothic is a sans-serif typeface based on the 20th century. It was drawn by Sol Hess between 1926 and 1947, and released

by Monotype Imaging in 1991. It was strongly influenced by the geometric sans serif styles of the 1920s and 30s. Century Gothic is easily adaptable to digital technology since it has an enlarged 'x' height. Besides, it was considered as one of the modern typefaces. Nowadays, it's a font used in over 85% of all computers. Its wide availability, the Century Gothic design, is considered a font to use in websites and other universal applications.

Century Gothic's open form and friendly style often used in media titling like TV show's logo "Weezer," and GMA Network. It is a popular font for headlines in the advertisement because of its bright, clear, and clean design. Its light weight comparing to Twentieth Century made it easier to read on digital screens.

## RESEARCH



## MOOD BOARD

### Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 =:;“+!@#\$\$%^&()-\_[]  
{ } \ / | ? < >

### Century Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 =:;“+!@#\$\$%^&()-\_[]**  
**{ } \ / | ? < >**

### Century Gothic *Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789 =:;“+!@#\$\$%^&()-\_[]*  
*{ } \ / | ? < >*

### Century Gothic *Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789 =:;“+!@#\$\$%^&()-\_[]***  
***{ } \ / | ? < >***

## TYPE STUDIES

1. Century Gothic
2. Century Gothic
3. Century Gothic
4. **Century Gothic**
5. **Century Gothic**

6. *Century Gothic*
7. *Century Gothic*
8. **Century Gothic**
9. *Century Gothic*
10. **Century Gothic**

## LOGOTYPES

1. Century Gothic
2. *Century Gothic*
3. Century Gothic
4. *Century Gothic*
5. Century  
Gothic

6. Century Gothic
7. Century Gothic
8. Century  
Gothic
9. Century  
Gothic

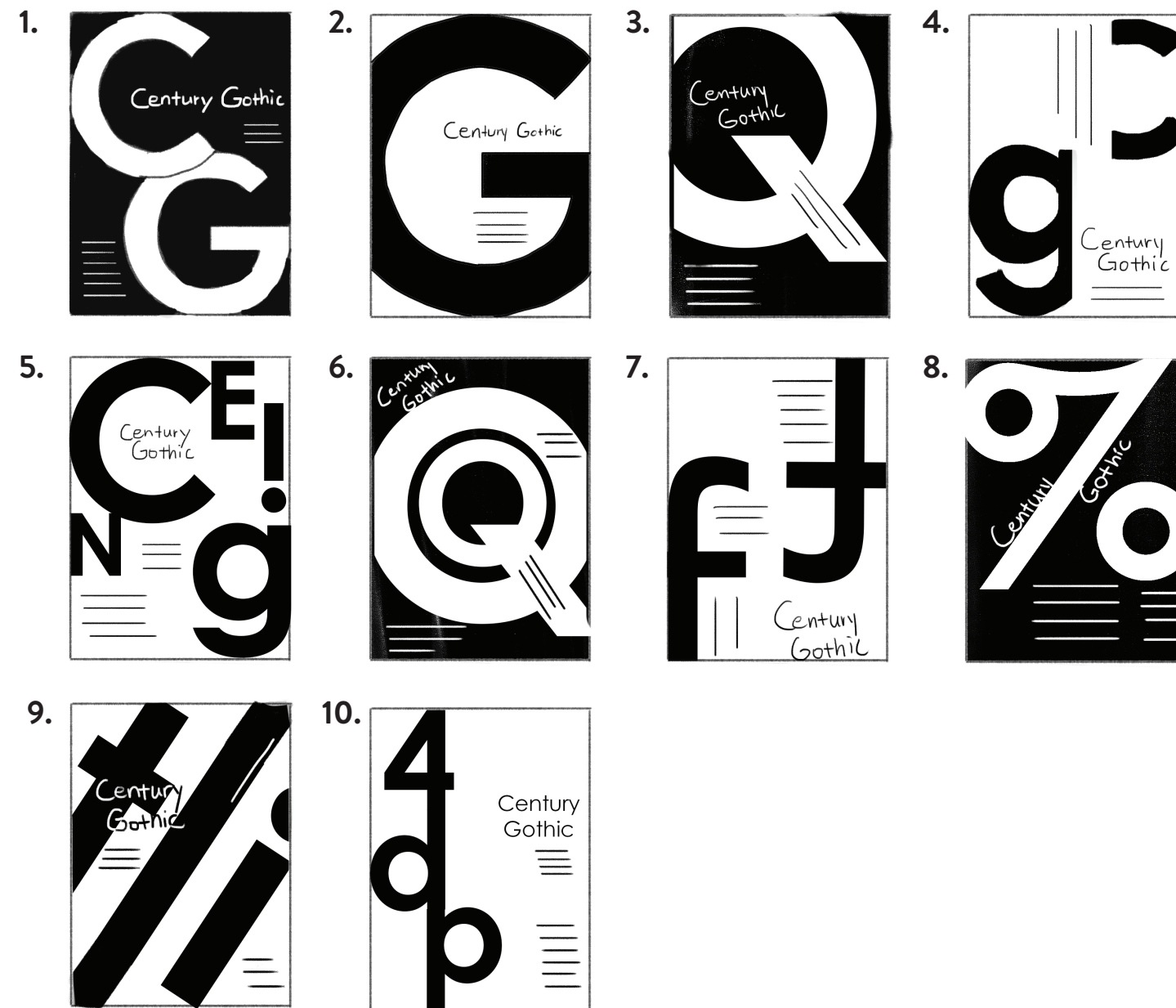
REVISED  
LOGOTYPES

Century Gothic

Century  
Gothic

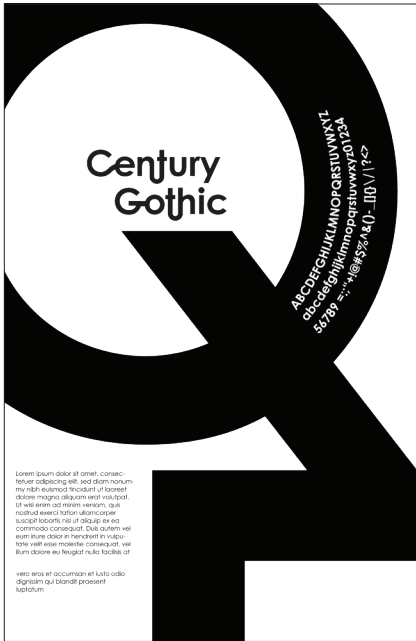
FINAL  
LOGOTYPES





## THUMBNAILS

1.



2.



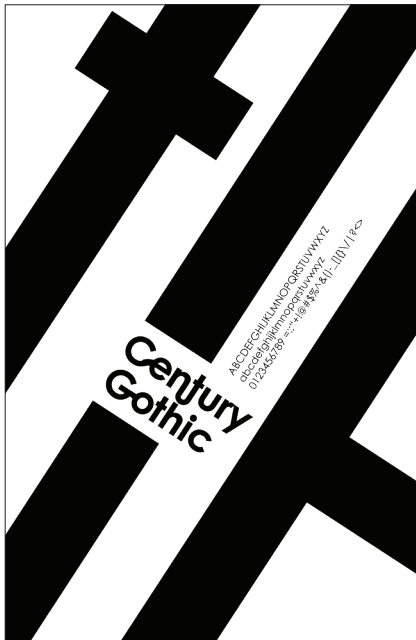
3.



4.

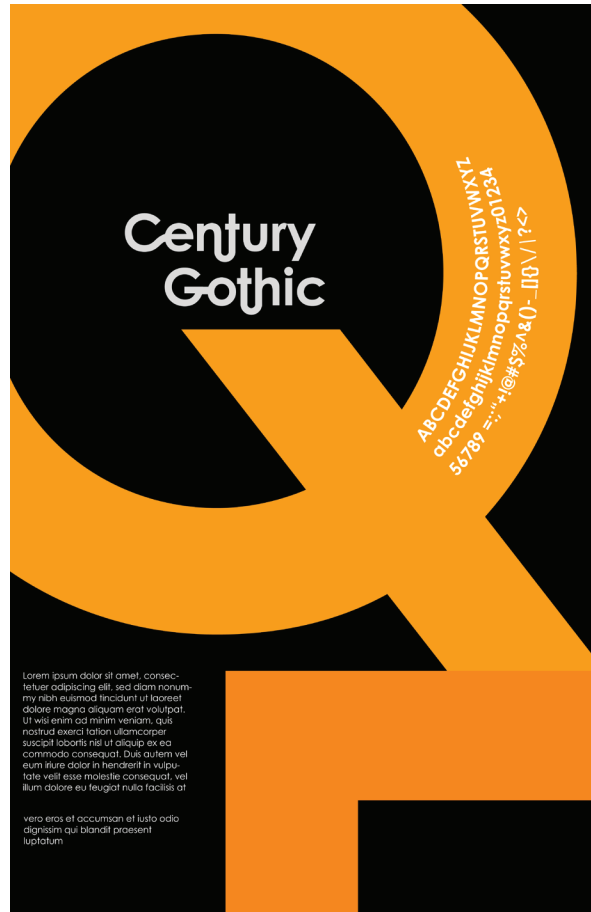


5.

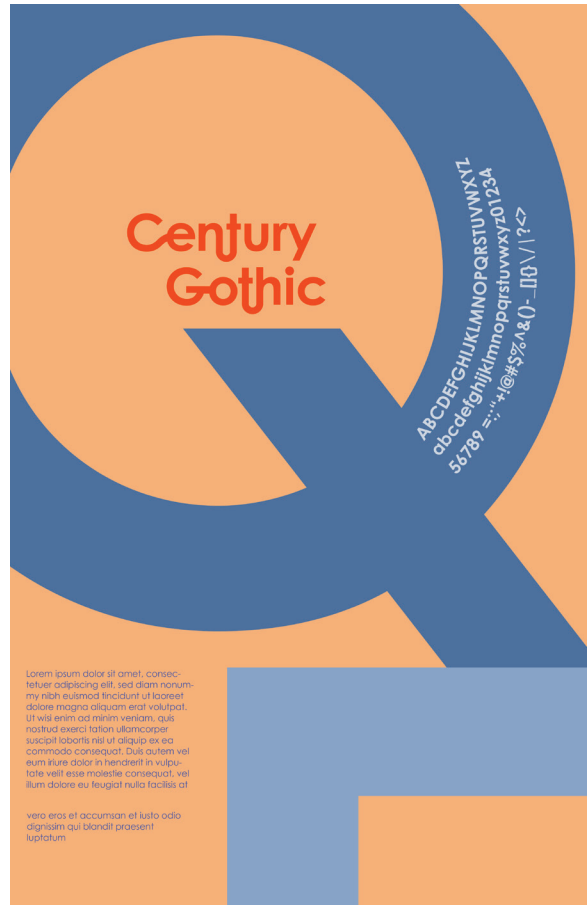


# DIGITAL THUMBNAILS

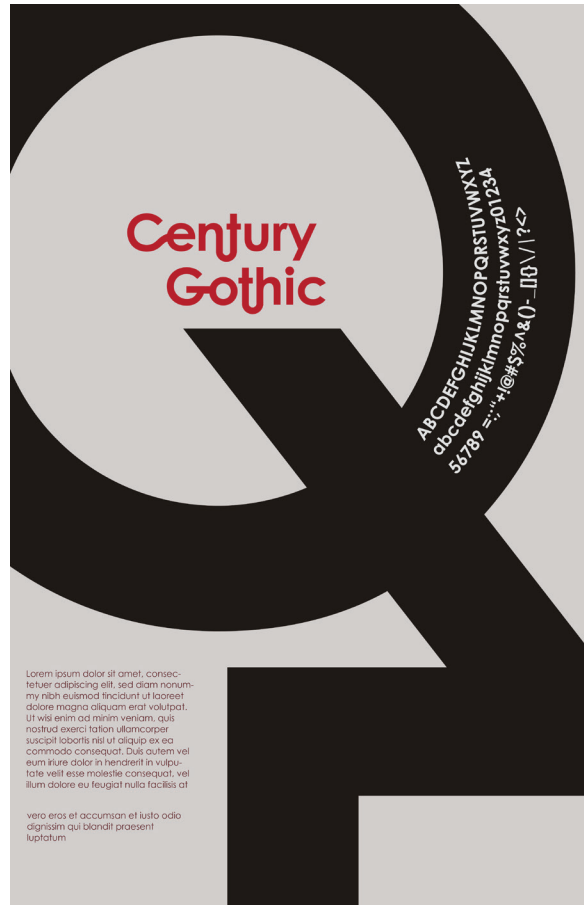
1.



2.



3.



COLOR #1

1.



2.



3.



COLOR #2

1.



2.



### 3.



## COLOR #3

1.



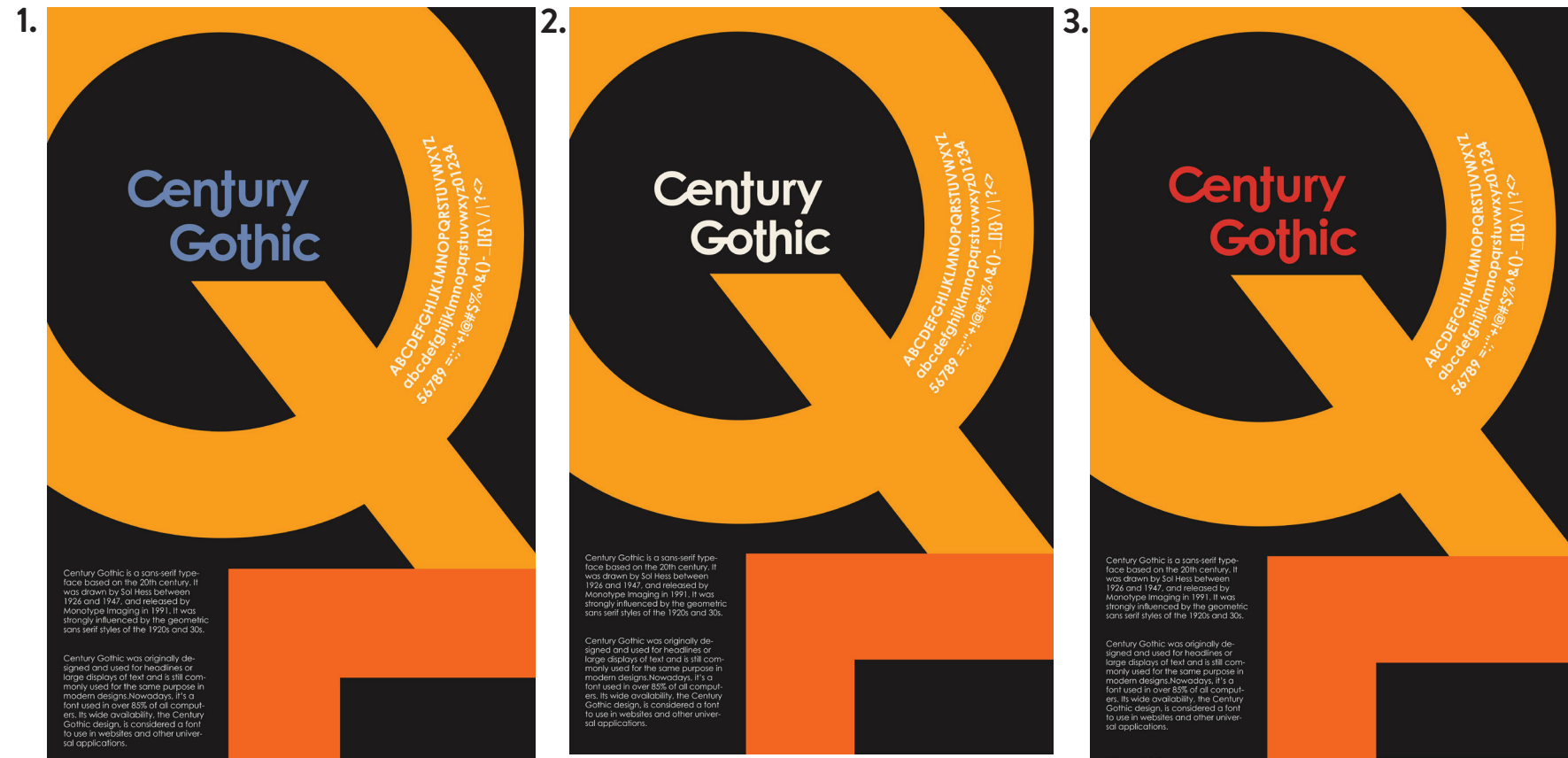
2.



3.



COLOR #4



## REVISED COLOR COMPOSITIONS



1.



2.



3.



## REVISED COLOR COMPOSITIONS



