EXERCISE 5: RESEARCH

DUE DATE: Monday, March 23 at the start of class

This exercise coincides with Project 5 directly. For Project 5, you needed to choose a typeface designer and a typeface to create a layout on. For this exercise, you will complete the research necessary for the assignment. You will need to find out more about both the designer and the typeface (you may want to complete this before getting to attached to any particular designer/typeface). Your research needs to, at minimum, satisfy the following items:

- Designer name, birth date (and death date if applicable), basic biographical information about the designer
- Quote from the designer (or quote about the designer/typeface if choosing an older typeface)
- Typefce name, classification (i.e., Geometric Sans Serif, Slab Serif, etc.), year typeface was designed
- Historical context (eg. when was it designed? was it designed to serve a specific purpose? consider any geographical, cultural, or aesthetic issues at the time of its development)
- Formal qualities of typeface (eg. distinguishing features, geometry, shape, weight, stress, etc.)

Write up all this information in a Microsoft Word or other similar program. Some of the information should be in paragraph format, but others like dates and classification may not (unless you feel they need explanation). Keep in mind that this is the text you will use for Project 5. Submit a printed copy of text to me for review by the date above.