LESSON 2

Type: Alignment

Aug. 28, 30
/ Review September 4

Review / Tuesday, September 4
Bring work to class for review.
Do not staple pages together.

"When I'm working on a problem, I never think about beauty. I think only how to solve the problem. But when I have finished, if the solution is not beautiful, I know it is wrong."
Buckminster Fuller

"Type is one of the most eloquent means of expression in every epoch of style. Next to architecture, it gives the most characteristic portrait of a period and the most severe testimony of a nation's intellectual status."
Peter Behrens

"The most popular typefaces are the easiest to read; their popularity has made them disappear from conscious cognition. It becomes impossible to tell if they are easy to read because they are commonly used, or if they are commonly used because they are easy to read."
Zuzana Licko

Read
Making sentences, finding sense
ATP 70–79

Formatting text
ATP 94–95

Terms: Alignment
Structural organization for positioning alphabetic symbols has existed since the earliest use of a visible language. From complex grids to simple alignments, structural text organization creates order and enhances legibility. Although spontaneous, random and/or chaotic placement may express a message successfully, more often a structure is used to allow for clearer communication and harmonious relationships. Define each of the following.

Flush left	*Justified*
Flush right	*Asymmetric*
Centered	

Practice: Alignment
Choose one of the quotes from the left-most column and use it to explore a series of type arrangement possibilities.

Using your chosen quote, set the quote using each of the five structural text organizations from the previous step. Set only one quote per page. For these five quotes, create legible solutions, while also using typographic variety and contrasts from quote to quote. Push the notion of intersecting/interlaced structures, or the use of multiple axis lines. Express the meaning of the quote through typographic organization, weight, size and structure.

Pay attention to letterspacing, wordspacing and phrasing or syntax. Place each quote on a page to enhance the overall composition of the page. Work with the negative space of the page, including the margins of the 8.5 x 11 page, to create interesting compositions. Include the names of the typefaces that you use for each quote.

Visual Research
Find well-designed examples by typographers using each of the arrangements listed above. With composition in mind, place a color copy of each example on an 8.5 x 11 format and place in your notebook. Label each example according to the appropriate arrangement. Include the designer's name and the source (book or magazine) from which you scanned the example.

Remember to find well-design examples; this means designs that you would be proud to produce. Find diverse examples from diverse sources as well. **Use no more than two examples from a single source. Do not use images from the web.**