1.2 Written Response

'T-Y-P-O-G-R-A-P-H-Y'
*A *New* Program for Graphic Design*
David Reinfurt (2019) pp.18-97

PARTS

Postmasters
Assignment 1, Letterpress
Farewell, Etaoin Shrdlu
Raytracing with Moholy-Nagy
Assignment 2, Photocopier
T as Tree
This stands as a sketch for the future.
Assignment 3, Computer
Mathematical Typography

ASSIGNMENTS

Assignment 1, Letterpress:
Students work in pairs to typeset and print text sections, following specific typographic guidelines. They also design a cover page and collaborate to create a complete set of printed pages.

Assignment 2, Photocopier:
Students re-typeset the text using a photocopier, incorporating images and typography to amplify the text's meaning and produce a final text as photocopied pages.

Assignment 3, Computer:
Typesetting using digital typesetting software. Exploring the differences and similarities between the two Swiss typographers' approaches. The result is two distinct versions of the exact text.

DEFINITIONS

“Root level skill of graphic design”
“Printing has been called black art”
“Printing was a way to communicate ideas”
“Reading and writing are intimately connected.”
“The act of writing was surprisingly normal- effortless and automatic like walking or talking.”

CORRELATED WITH

Grammar
Logic
Rhetoric
Music
Arithmetic
Astronomy
Geometry
Photography
Painting
Architecture
Visual arts
Illustration
Graphic design
Computer science
Mathematics

PROFESSIONS

Painter
Engraver
Mathematician
Goldsmith
Designer
Artists
Artisans
Architects
Sculptors
Stonemasons
Carpenters
Publisher
Neuroscientist
Detective
Novelist
Printer
Linotype operator
Stereotyper
Makeup man
Graphic designer
Typographer
Computer scientist

AFOREMENTIONED PEOPLE

Paul Elliman
Albrecht Dürer
Johannes Gutenberg
Anton Koberger
Joseph Moxon
Oliver Sacks
Howard Engel
Benjamin Franklin
William James
E. B. White
Michael Hardt
Antonio Negri
Stanley Morison
Eric Gill
Beatrice Warde
David Loeb Weiss
Carl Schlesinger
László Moholy-Nagy
Man Ray
Bruno Munari
Jacqueline Casey
Muriel Cooper
Nicholas Negroponte
Ron MacNeil
David Small
Herbert Bayer
Jan Tschichold
Donald Knuth

ORGANISATIONS

The New Yorker
American Type Founders Company
Princeton University
Monotype Recorder
United States Postal Service
Library Company of Philadelphia
Staatliches Bauhaus in Weimar
MIT (Massachusetts Institute of Technology)
Visible Language Workshop
Center for Advanced Visual Studies
Architecture Machine Group
MIT Media Lab
Small Design Inc.
The American Mathematical Society
Kadist Art Foundation
Museum of Modern Art (MoMA)

CITIES & COUNTRIES

Hamburg
Germany
China
Italy
Boston
New York City
Philadelphia
London
England
New Jersey
United States
Munich
Milan
Cambridge
São Paulo
Vancouver
Tokyo

TOOLS

Metal printing plates
Nibbed pens
Books
Hand
Machine
Artificial intelligence
Machine learning
Typewriter
Keyboard
Photocopier
Laser-printed sheets
X-acto knives
Glue sticks
Large-format photocopier
Offset printing press
Photostatic camera
Large-format printer (The Airbrush Plotter)
SYS (Software Platform)
Single-line scanner
Apple Macintosh

TECHNIQUES

Metal Typesetting
Phototypesetting
Digital typesetting
Movable-type Printing
Engraving
Handwriting
Copying
Printing
Letterpress
Photograms
Abstraction
Camera-less image making
Digital printing
Slowscan

REFERENCES:

Reinfurt, D (2019). 'T-Y-P-O-G-R-A-P-H-Y' *A *New* Program for Graphic Design*. Los Angeles: Inventory Press