

## PROJECT 5: TYPOGRAPHER PRESENTATION AND ESSAY

This project will continue to build upon everything we've learned in class so far — letterforms, hierarchy, kerning, etc — and add working with paragraphs and page layout while adding a cultural and historical element to it. You will research a single typographer, study their work, and write a paper and give a presentation to the class. Your paper and presentation should include biographical information, a listing of the typefaces they've designed, examples of how their typefaces have been used and the influence their work has had on graphic design; any other design they may have done (if any); as well as notable works, awards, and recognition they may have received.

You may do any type of research — online, books, library — and should look for articles about them, interviews, historical notes, as well as their own websites, portfolio, and biography. Your paper should then be formatted and designed using InDesign using proper paragraph styles, grid systems, and page hierarchy. Include images of their work and think about the composition of the page.

### Paper/Essay

- 1–2 8.5"x11" pages
- 700–1000 words
- Include citations and image sources
- Should include image examples (type specimens, in-use examples, portrait, etc)
- Consider the design of the page — think of it as a magazine article (title, body text, images.) Design the page so it's clean and clear but also aesthetically nods to your designer.
- Export as PDF, named **lastname\_firstname\_project5\_paper.pdf**, and upload to Google Drive.

### Presentation

- Pecha Kucha format: 20 slides, 20 seconds each.  
*(slides will advance automatically — be sure to practice to ensure your script matches the slides!)*
- Use InDesign to design your presentation. Use the design aesthetic you used in your paper and translate it to a presentation format. Think about the flow of content, arrangement of objects on each slide, and how you want to teach your classmates about your typographer.
- 16:9 ratio (1920px x 1080px)
- Export as PDF, named **lastname\_firstname\_project5\_presentation.pdf**, and upload to Google Drive.

### Grading

- *Page layout* — hierarchy, organization, paragraph styles, etc.
- *Writing* — grammar, clarity, properly cited and structured.
- *Research* — includes biographical info, work samples, typefaces, and relevance to the field.
- *Presentation* — well-structured, scripted/timed, properly formatted and aesthetically designed.

### Learning Objectives

- Typography history and insight into type designers
- Basics of page layout, paragraph styles, working with grids, and mixing text and imagery.
- Writing and public speaking skills

**Presentations:** November 2  
(paper and presentation must be uploaded to the Google Drive by 9am the day of, or you will not be able to present.)

### Typographers

*(One per student. Sign up in Google Doc)*

Jonathan Hoefler  
Tobias Frere-Jones  
Zuzana Licko  
Ed Benguait  
Matthew Carter  
Carol Twombly  
Peter Bilak  
Erik Spiekermann  
Marian Bantjes  
Eric Gill  
Christian Schwartz  
Nina Stössinger  
Jessica Hische