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Exploration 7: Typographic Systems

Keywords: Text & Image, Typesetting, Composition

References: Kimberly Elam

Time/Deadline: 1 Week

CREATIVE PRACTICE

In 2007, Kimberly Elam proposed 8 rules for organizing type in her book *Typographic Systems*: Axial, radial, dilatational, random, grid, modular, transitional, and bilateral. You will apply these systems to a text related to your research inquiry—and combine them with material of your visual archive.

PROCESS

- 1 Study the 8 Typographic Systems suggested by Kimberly Elam and select 5 of them.
- 2 Choose a text of 10 to 50 words that is related to your research inquiry. This should not be your own writing but can be lyrics of a song, part of a manifesto, poetry, (...).
- 3 Typeset this text 5 times following the Typographic Systems you selected. Use material of your visual archive as background.
- 4 Print the 5 compositions on paper, 7 by 7 inches

REQUIREMENTS AND DELIVERABLES

Your typesetting must follow 5 of the introduced systems

You can use any typeface

The backgrounds must be your own pictures/visuals—you can use 5 different ones

No limitation in color, sizes, or other manipulation of the content

The final work must be printed on paper 7x7 inches (5 prints) and cropped

READINGS

Kimberly Elam, *Typographic Systems*

Joseph Müller-Brockmann: *Grid Systems*

INSPIRATION

David Carson: *Raygun*

Typografische Monatsblaetter: <http://www.tm-research-archive.ch/>

Typographic Posters Archive: <https://www.typographicposters.com/>