

Form and Concept

Spring Semester 2013

Olivia Young

Form and Concept

Project 1:
Development of Form

Olivia Young
Section no.: 3554
Spring 2013

Introduction

I've always loved the different forms, shapes, and serifs within typefaces, so I looked forward to working on this project. Because I like tradition, order, and classic works, I'm drawn to serif typefaces, which I ultimately decided to use in both of my letterform studies.

The first study focuses on the left-hand bottom-most quadrant of an uppercase "O" in Baskerville Roman. The idea came from my name, which starts with an O. When I started working, I was inspired by the significant weight difference between the middle of the stroke and the bottom of the stroke.

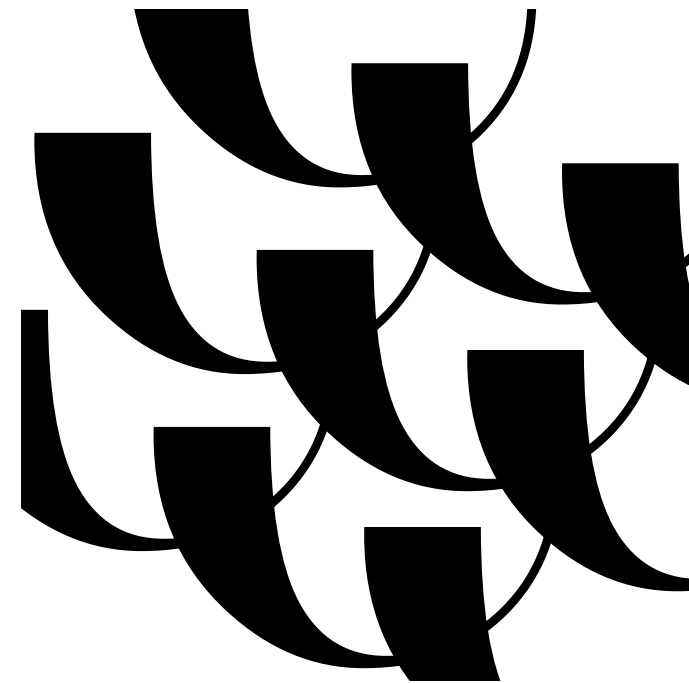
My first draft was made up of overlapping "O" corners in a diagonal pattern that moves toward the left-hand side of the frame. I liked the pattern that the shapes made, but I wasn't

satisfied with the figure-ground reversal. I refined this by zooming out and adding more diagonal patterns to the existing concept. The extra black shapes make a more convincing figure-ground reversal. And, although this was unintentional, the final pattern reminds me of a curled ribbon.

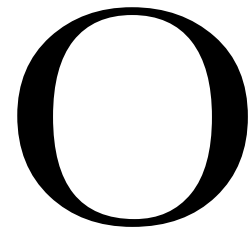
The second study is based on the curves of the "J's" descender in Modern No. 20. I duplicated the shape three times and arranged it in the pattern below. I actually didn't revise my first draft because I thought the figure-ground relationship was present from the beginning. The final draft is identical to the first.

Olivia Young
February 8, 2013

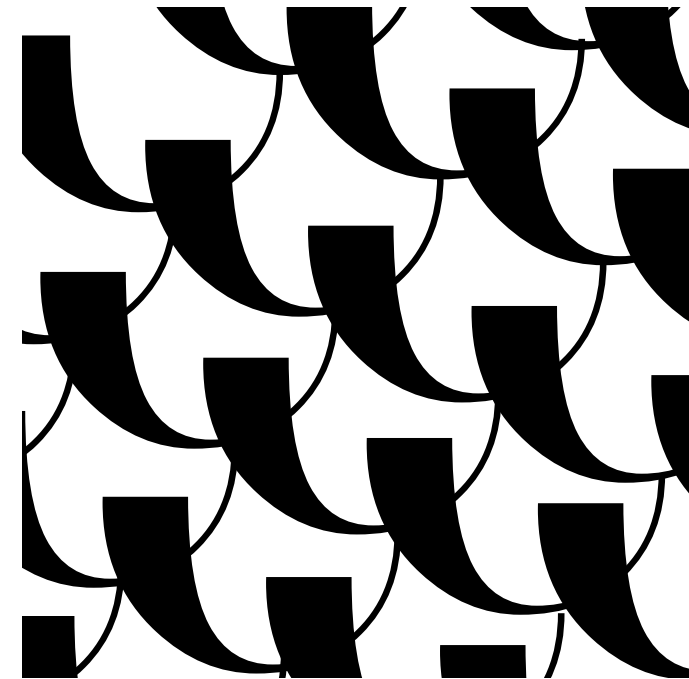
1



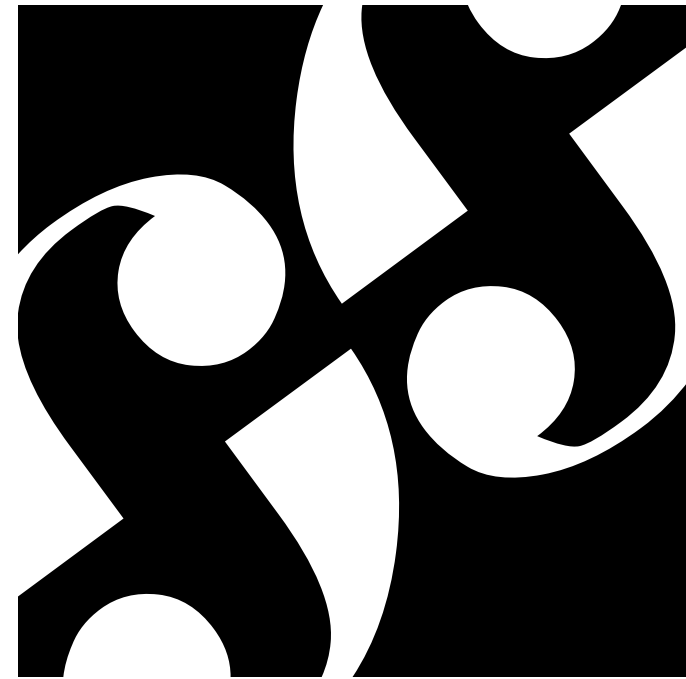
Original 3 x 3 letterform study 1.



The original letterform for this study was "O" and was created with Baskerville.



Final Version of Letterform Study 1.



Original 3 x 3 Letterform Study 2.

J

The original letterform for this study was "J" and was created with Modern No. 30.



Final Version of Letterform Study 2.

Colophon

This book has been designed by Olivia Young, under the direction of Sarah McCoy as part of the course Form and Concept at Drake University in February 2013. It was designed using Adobe InDesign CS5.1 on an Apple computer. The type was set in Adobe Univers LTStd, a type face designed by Adrian Frutiger in 1954. The principals utilized to design this book are based upon those employed by Josef Müller-Brockmann (*Grid Systems in Graphic Design*) and Jan Tschichold (*The Form of the Book*) This book has been produced in an edition of one.

Olivia Young

February 6, 2013

Form and
Concept

Spring Semester 2013

Olivia Young