

## Typographic Design III

Information is not communication.

What does your typography communicate?

### TERMINOLOGY

**Context:** the conditions/circumstances that are relevant; the setting/situation; i.e. *You misinterpreted my remark because you took it out of context*

**Represent:** to express, designate, stand for, or denote; to symbolize; i.e. *In this painting the cat represents evil*

**Denote:** to represent; to be a mark or sign of; indicate; i.e. *winter denotes a season*

**Connote:** to suggest (associations or ideas) other than the literal meaning; i.e. *winter connotes cold weather*

**Denote** refers to the literal meaning of something, **Connote** signifies the attributes of a word aside from its primary meaning

**Vernacular:** a mode of expression that reflects popular taste or indigenous style

**Gentrification:** the process of conforming to an upper- or middle-class lifestyle, or of making a product, activity, etc., appealing to those with more affluent tastes

### IN-CLASS ASSIGNMENT

**Word on the Street, neighborhood typography** - 10% of grade

**Discover:** Typography in your environment

**Document:** Photograph typography, post on blog with a description

**Discuss:** Present images and a brief presentation of your findings

### STUDENT LEARNING OUTCOME

Evaluate evidence and apply reasoning to make valid inferences

Demonstrate cultural awareness and sensitivity

Discern multiple perspectives

### PURPOSE

Deepen your classmates sense of the context of your typography

Sharpen your understanding by listening to the insights of others

Understand ethical perspectives

### TASK

Explain the context of your image to the class to give a deeper understanding of how your typography relates to your neighborhood

1. Choose one image that you've posted
2. Describe your image to the class in about 6 sentences
  - Include information on what it represents, and evokes
  - In what way does it represents your neighborhood?
  - What mood does it convey? (examples: trust or authority, a bargain or expensive, local, generic?, etc. )Discuss how your typography fits the environment,
  - What is your point-of-view
  - Does the typography feel new or old?
  - Describe different perspectives from at least 2 stakeholders  
Who benefits? Who would prefer change?Describe possible ethical issues in this setting
3. Respond to at least one other student's presentation
  - Comment on insights presented with an alternate point-of-view or interpretation

### EVALUATION CRITERIA

Quality of your presentation to the class 40 pts

Describe your typography and it's implications (approx 6 sentences)

- Assess the social context of the typographic connotation
- Describe your position on ethical issues of the connotation
- Describe how different ethical perspectives might be applied
- Use typographic and design terminology