Module Overview

Using Downer’s system as a compass, each student will be asked to research practices of revival and remixing within the field of typography. To this end, students will consider the diverse range of motivations for designing a typeface, resulting in the design of a typeface accompanied by a type specimen that tells a story of its origin and evolution.

<table>
<thead>
<tr>
<th>Class hours:</th>
<th>30 hours</th>
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<tbody>
<tr>
<td>Course credits:</td>
<td>3 credits</td>
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<td>Course level:</td>
<td>Open</td>
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<td>Entry requirements:</td>
<td>This course is aimed at graphic design students with a working knowledge of typography and typographic principles, including graduate and professionals interested in engaging with contemporary debates in typography, as well as developing new methods of research and design.</td>
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Course Aims and Learning Outcomes

- Design a typeface while considering issues of preservation vs plagiarism, appreciation vs appropriation, analogue vs digital
- Identify and classify typefaces according to both conceptual and formal motivations
- Examine the aesthetic and cultural functions of a typeface
- Verbalise and develop a vocabulary for explaining design decisions in relation to intentions
- Learn how digital fonts are distributed, promoted and sold
- Individual project

Teaching and Learning Methods

- You will study on the University’s VLE system, developed specifically for the teaching and learning of creative practices, online.
- Lectures and discussions
- Group work
- Guided creative projects you can complete from home or your local areas
- Individual tutorials
- Project work and Presentations
- You will be assessed on your contribution to classes and project work

Tutor

Yvan Martinez has over 15 years experience as a designer and educator. Since 2001 he has been working across the education/practice divide, leading workshops and research projects at schools internationally including ArtCenter, ArtEZ Institute of the Arts, Bath School of Art & Design, Fabrica, Gerrit Rietveld Academie, San Francisco Art Institute, Sheffield Institute of Arts, UCLA DMA Summer Institute, Valand Academy and Vilnius Academy of Arts, while working with clients including Arkitip, Edwin, Emigre, The Face, Giorgio Camuffo, GLBT Historical Society, MTV, Nike, The Face, Urban Outfitters and Wieden + Kennedy. Martinez’s work has been exhibited widely and is part of the permanent collections of Cooper Hewitt National Design Museum, Denver Art Museum, MoMA and SFMOMA.

Martinez is Course Leader of BA Graphic Design Semester Programme at Central Saint Martins and Associate Lecturer for MA Graphic Design Communication at Camberwell College of Arts.

Martinez is a co-founder, editor and art director of Books From The Future – an artistic research platform that produces and publishes self-initiated research on contemporary culture, experimental communication and graphic design. He is also a co-founder of Public Foundry, a type foundry and community archive powered by the public using artificial intelligence.

http://publicfoundry.ai
http://booksfromthefuture.info

Yvan Martinez is a recipient of Google’s Research Awards 2020, funded by the Artists and Machine Intelligence programme. He is also the 2020 Hoffmitz Milken Center for Typography (HMCT) Typographer-in-Residence.