

Sprint 4 Type I

Exercises in Style

description Typography to translate literary technique

Working with the text *Exercises in Style*, by Raymond Queneau, you and your peers will produce a joint typographic exploration of the text by the end of this class period. On your mark, get set – GO!

rules 1) Type Compositions: Each student is required to design one variation of the story. Required: All the text within each story MUST be used. Consider typeface(s), contrast in size, scale, and composition to generate the typographic equivalent to the literary style. Note: You will need to share a single copy of the book (road block), so as a class, you will need to figure out how to facilitate documentation of the necessary pages everyone needs to transcribe.

2) Book: Compile everyone's type studies into a single book. Design the book. The intent of the book should make sense and studies should somehow be labeled. How you sort, compile, and display the studies is entirely up to you. It needn't necessarily be a catalogue.

Look at examples by David Carson (*End of Print*, *Fotografiks*), Martin Venezky (*It Is Beautiful—Then Gone*), Debbie Millman (*Look Both Ways*), Ellen Lupton (*Mixing Messages*), Matt Madden (*99 Ways to Tell a Story*), and type sample books by House and Emigre

components Printed and bound TYPOGRAPHIC edition of Raymond Queneau's *Exercises in Style*

specs Typography only  
Type Composition Size: 6" X 9", portrait  
Book Size: 8.5" X 11" (Half Tabloid), portrait  
Book Length: Variable  
Binding Technique: Saddle Stitch  
BW, laser print on white paper  
Trim flush and immaculately

due CRIT: End of Class 09 [SEP 24]