Garamond

Process Book

Print & Motion

GRDS-353-A01
Typography II: Information and Media Winter 2024
Valentina Vidali

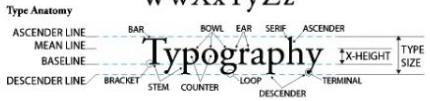
Research

Garamond by Claude Garamond

Introduction:
In the intricate world of typography, Garamond stands as a testament to timeless elegance and refined design. This serif typeface, classified under Garalde Old-style, carries with it a rich history that spans back to the 16th century, marked by the visionary craftsmanship of Claude Garamond and the subsequent contributions of notable designers like Robert Granjon and Jean Jannon. Recognized for its distinctive characteristics, Garamond's graceful appearance, elevated x-height, and delicate serifs render it not only aesthetically pleasing but also exceptionally readable, making it an ideal choice for body text.

Garamond

AaBbCcDdEeFfHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz



The narrative of Garamond unfolds against the backdrop of the Renaissance, a period where cultural and intellectual flourishing set the stage for Claude Garamond's revolution in type design. Born around 1480, Garamond's journey commenced as an apprentice to a punch-cutter in Paris, evolving into the establishment of his own type foundry. His fonts, characterized by precise and balanced letterforms, found favor in scholarly texts and classical works, solidifying Garamond's place as a cornerstone in the publishing industry. The meticulous fine-tuning of original letter punches, spanning from the early to mid-1500s, showcased Garamond's dedication to perfection until his passing in 1561.

The posthumous journey of Garamond's legacy introduced intriguing twists. Conrad Berner's acquisition of Garamond's punches and matrices, followed by Jean Jannon's involvement in the 17th century, added layers of complexity to the attribution of Garamond's work. The typeface's evolution continued through subsequent centuries, with variations introduced by different typefounders. However, it was the 20th-century typographers, notably Frederic Goudy, who breathed new life into Garamond. Goudy's interpretation, Goudy Old Style, reignited interest in classical typefaces, emphasizing the enduring allure of Garamond across changing design landscapes.

In the digital age, Garamond underwent a transformative journey, digitized and adapted by designers like Robert Slimbach. Adobe Garamond, a well-known digital version, sought to capture the essence of Claude Garamond's original work. The contributions of designers such as Tony Stan and George D. Matthijs further fueled the Garamond revival. Today, Garamond remains a symbol of enduring elegance and readability, leaving its indelible mark not only in print, with a presence in literary classics like Dr. Seuss and the entire Harry Potter series, but also in corporate visuals, including the iconic logos of Google, Abercrombie & Fitch, and Apple's legendary "Think Different" campaign.

Citations

Hawley, R. E. "Write It in Garamond." The New York Times, The New York Times, 1 Feb. 2022, www.nytimes.com/2022/02/01/magazine/garamond.html#:~:text=Garamond%20is%20not%20just%20one,to%20more%20modern%20Roman%20typefaces.

Cunningham., Jonathan. "Garamond." Sitewide ATOM, Meaningful, 2015, www.meaningfultype.com/garamond.html.

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Coles, Stephen. The Anatomy of Type: A Graphic Guide to 100 Typefaces. Harper Design, 2013.

Bringhurst, Robert. "Page 230-240." The Elements of Typographic Style, Barbarian Press, Mission, B.C., 2016.

CONCEPTS

Potential Concepts

Concept #1: Historical Foundation

Seeing Garamond started his career as a punch cutter in Paris it would be fitting to use the original punch cuts of the Garamond typeface. This concept would have a historical feeling through the not-yet-perfected Garamond letter punches. And a more sketch rough based style with a lot of texture

Concept #2: Timeless Elegance

Seeing Garamond is characterized by its elegant and refined appearance, an elegant and refined cover displaying only the capital letter G could be fitting for this book cover. This concept would invoke a sense of mystery and intrigue. It would invite the reader to open the book to understand what it's about. This minimalistic design, incorporating one of Garamond's graceful letterforms would convey a sense of timeless elegance throughout the whole book.

Concept #3: Literary Journey

Seeing Garamond is commonly used across literary classics creating a collage cover highlighting where it has been used would be very compelling. This concept would highlight the typeface's enduring presence in literature and encourage the reader to learn more about the typeface they've seen many times before.

Final Concept: Rags to Riches

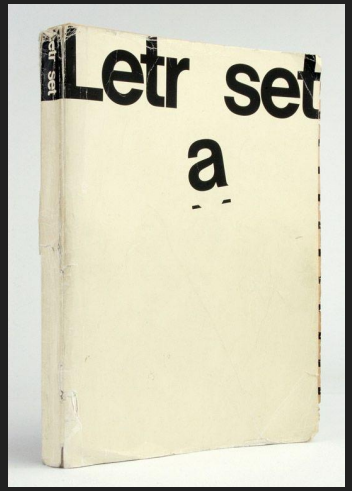
The journey and story of the Garamond typeface from its humble origins to becoming a timeless and influential font in the world of typography. The narrative might delve into historical contexts, its creators, and the impact it has had on design and literature over the centuries.

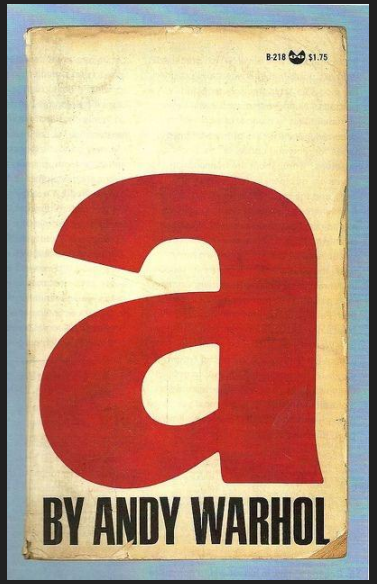
The book would be in a chronological layout, starting with Garamond's early designs and progressing through its historical adaptations. They layout would start more busy and chaotic but as the typeface evolved the layout would become more minimalistic and elegant, just how Garamond did.

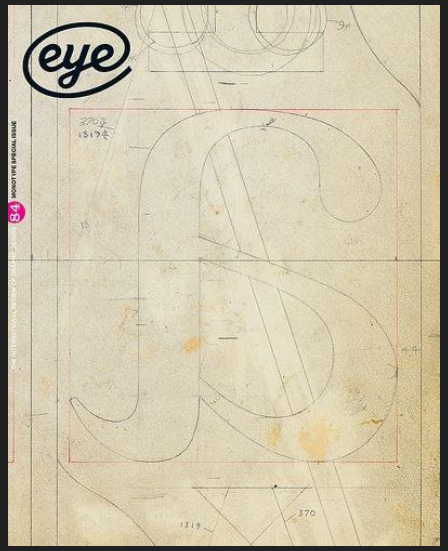
Still contemplating color pallet, thoughts on going from parchment paper to white paper.

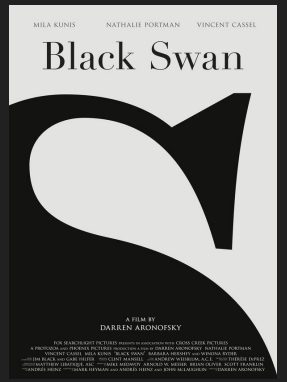
Book will include engaging anecdotes or quotes related to the typeface's journey.

Concept Mood Board



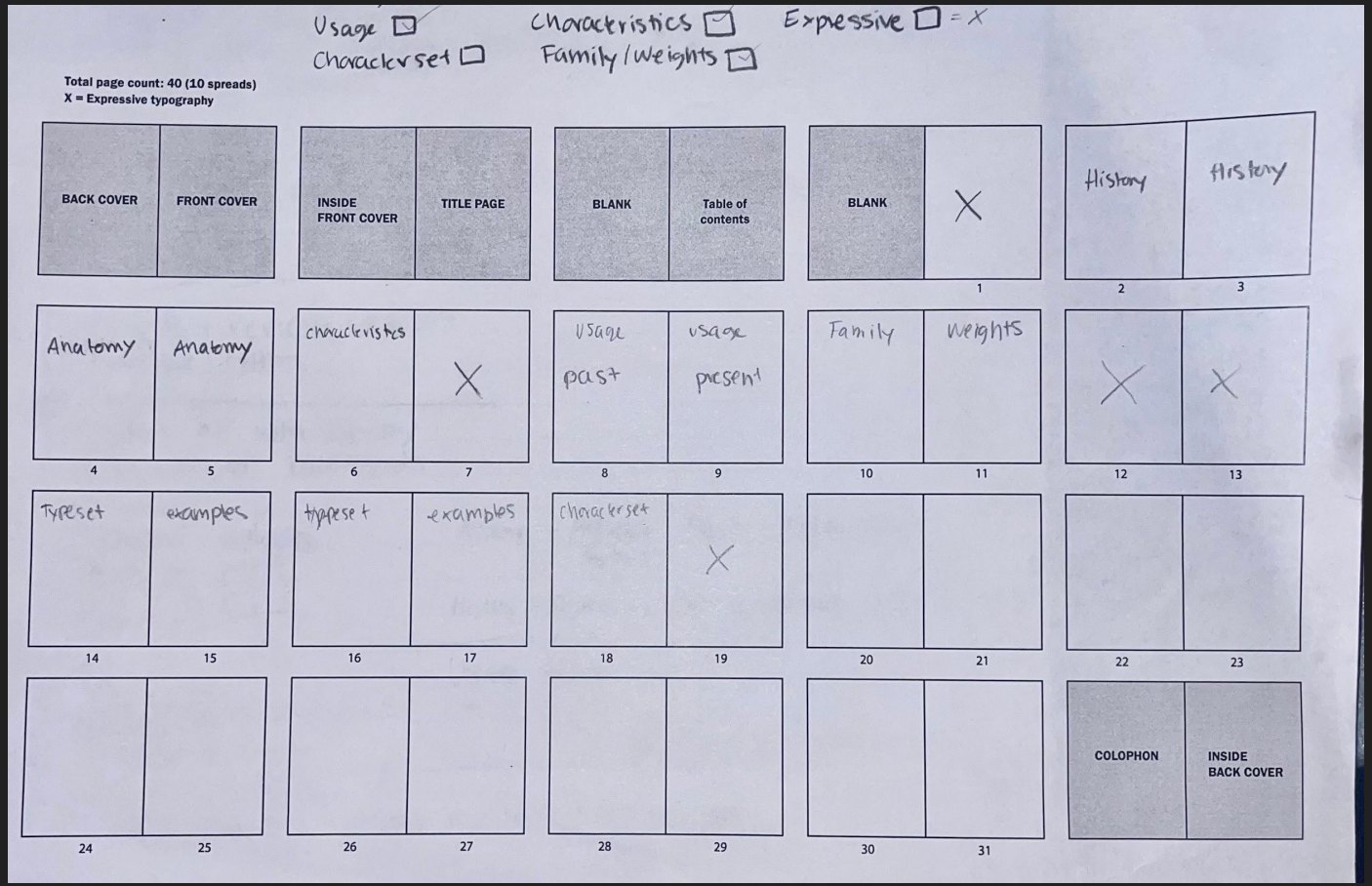




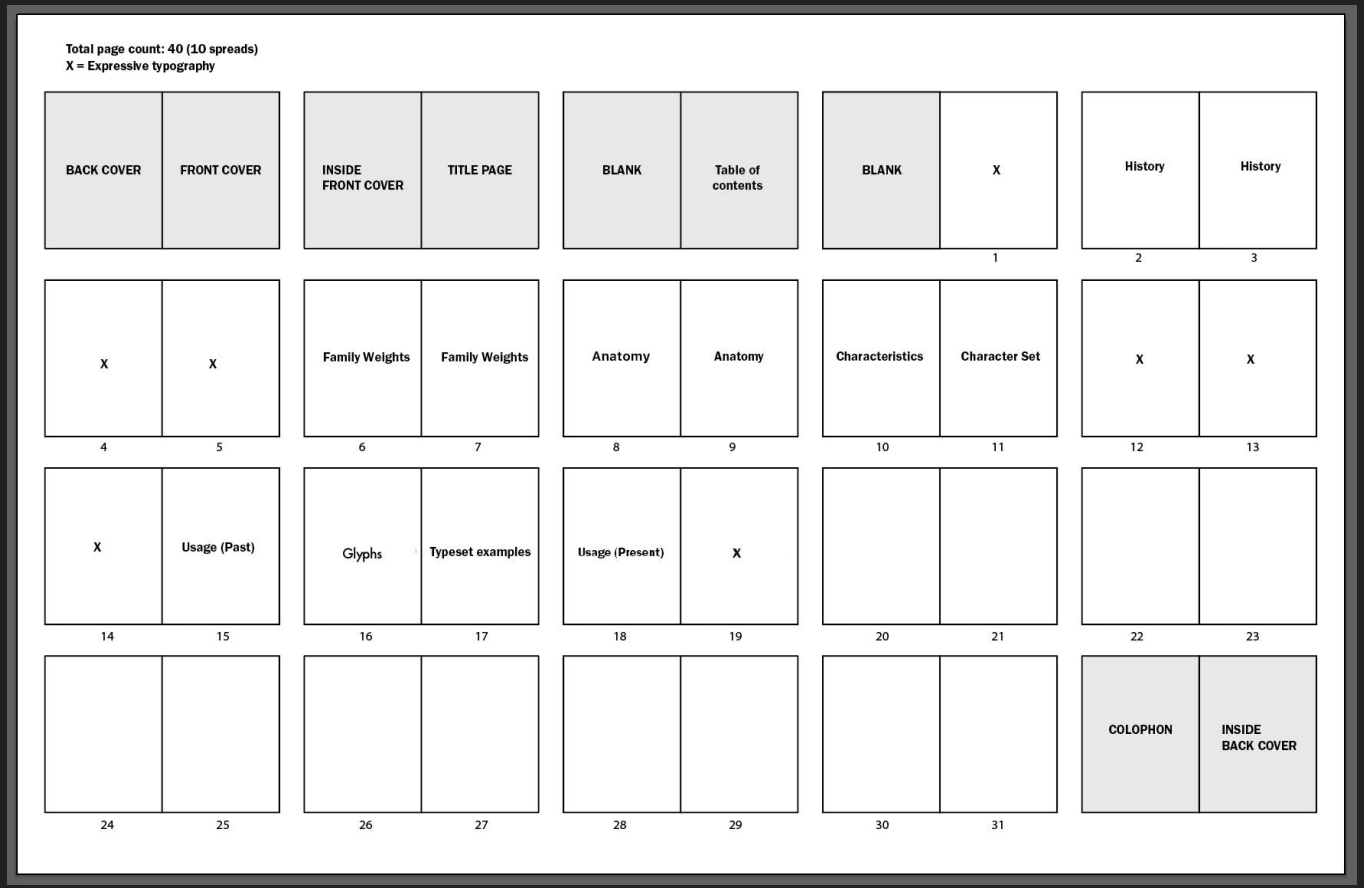


PRINT

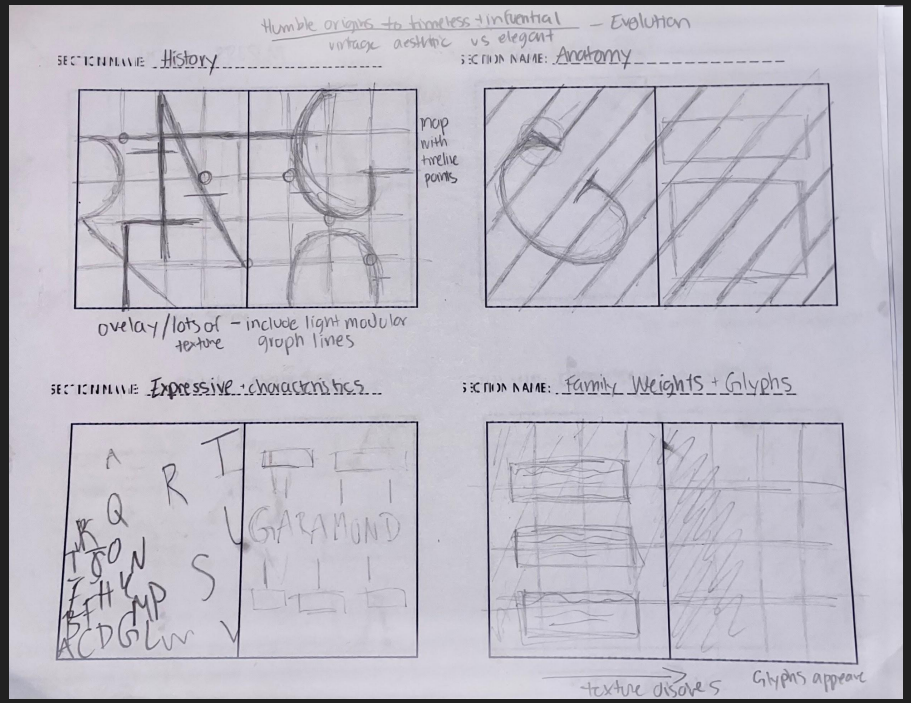
Pagination plan draft

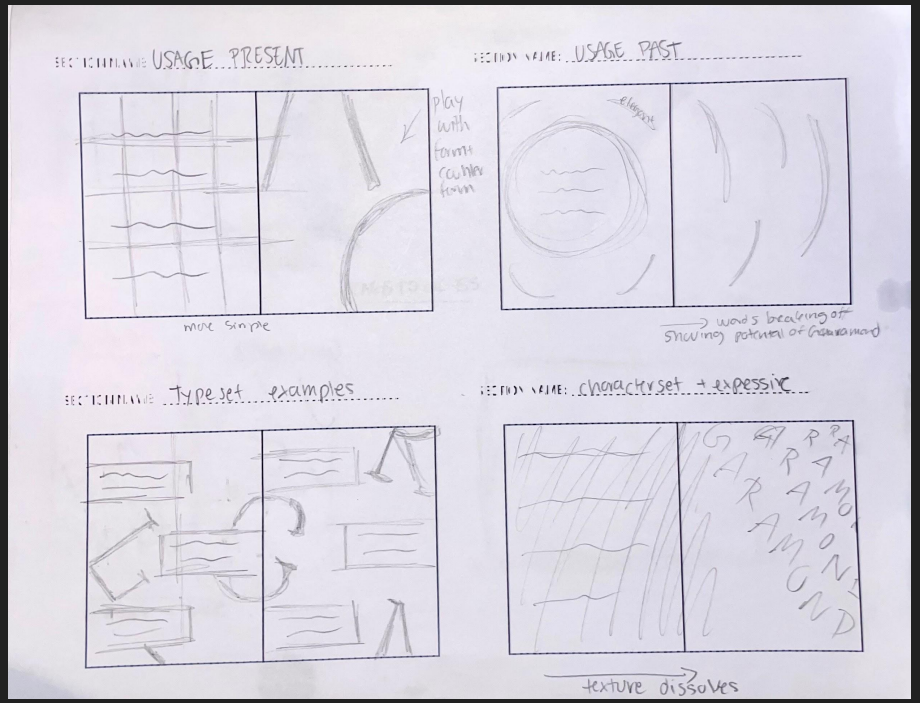


Pagination plan revised

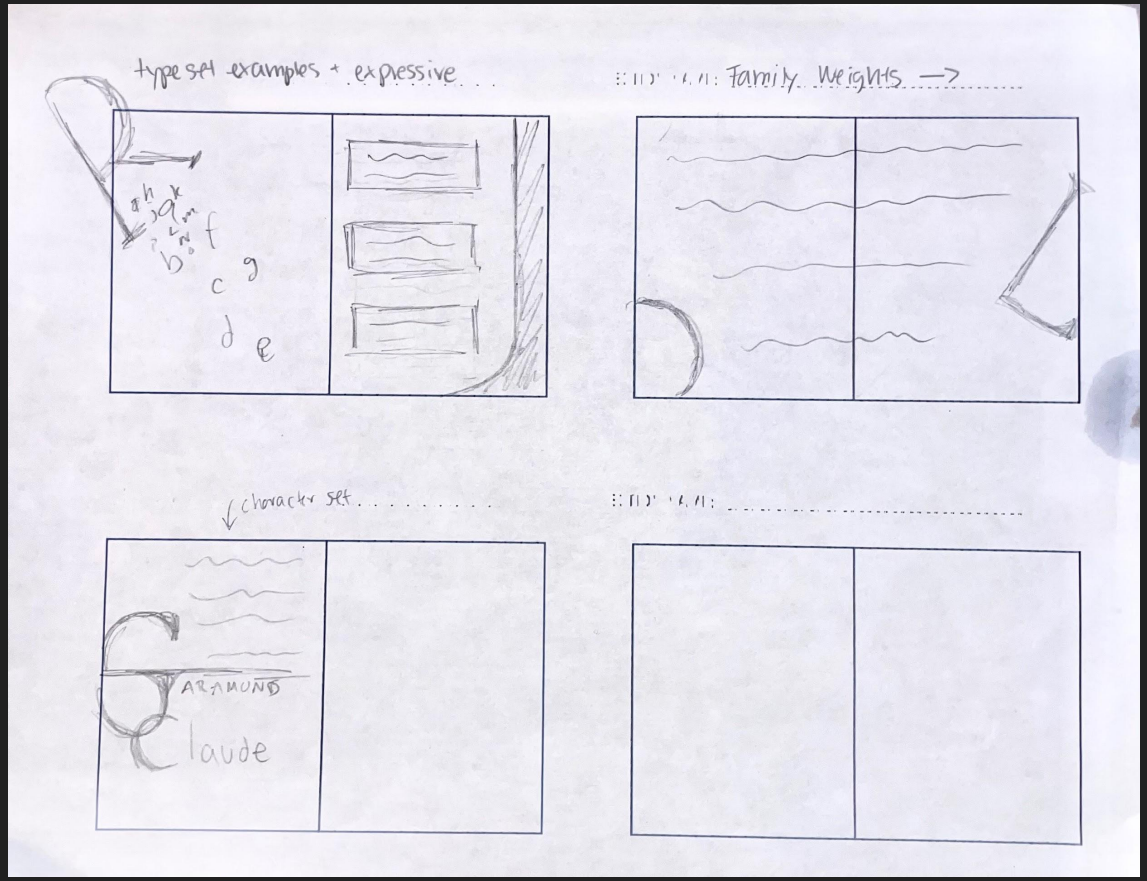


Sketches (10 spreads)

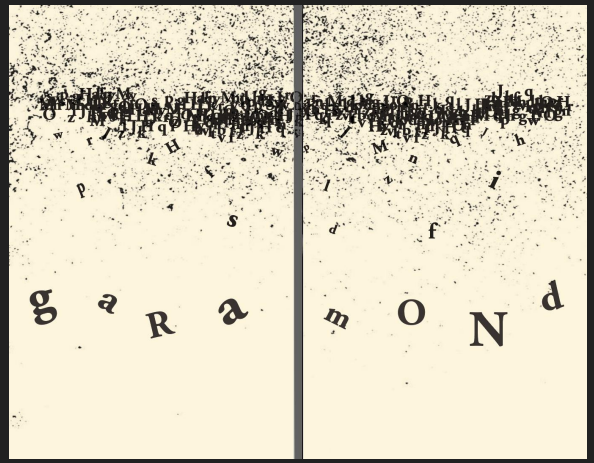


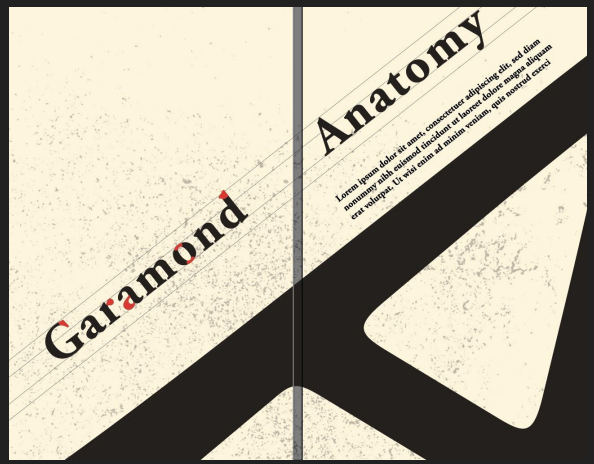


Sketches


typeset examples + expressive
Family Weights —>
character set
ARMOND
laude

Digital draft





Digital Spreads Final

Front and Back cover

Digital Spreads Final

Title page

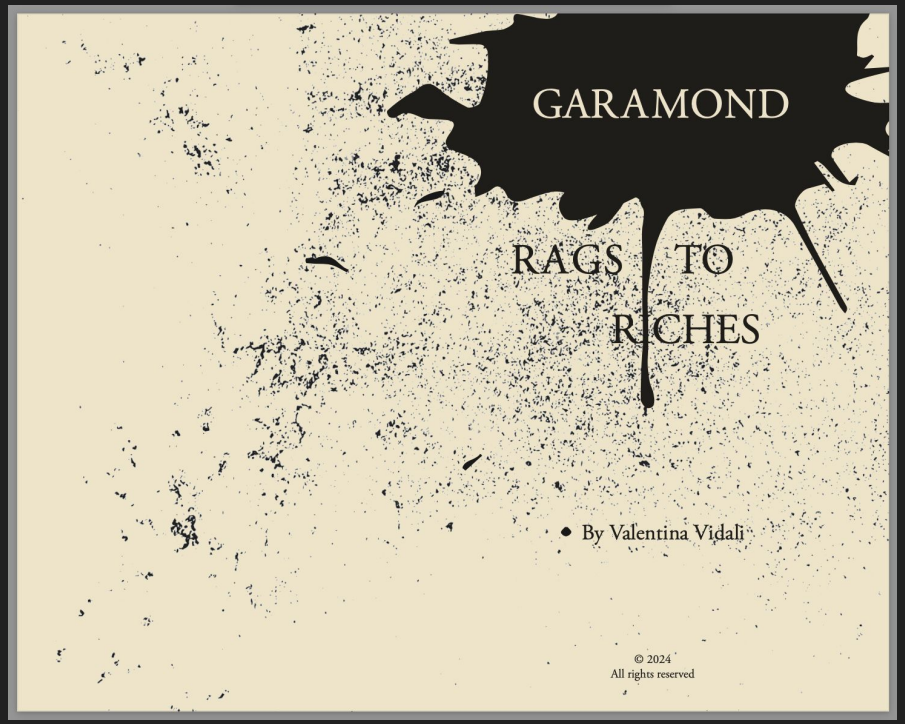


Table of Contents

Digital Spreads Final

Expressive page

History

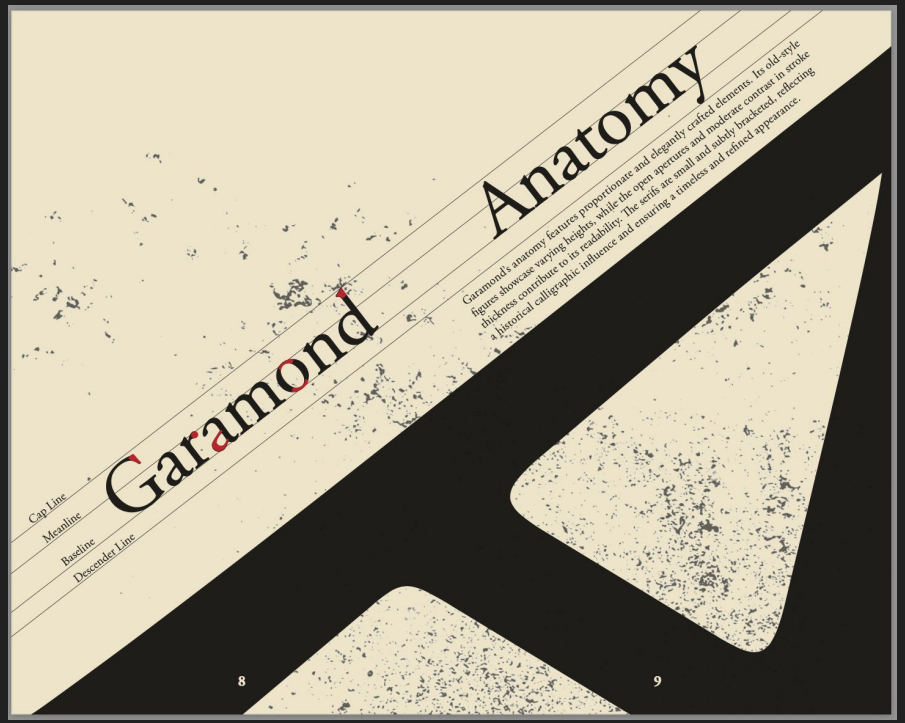
Digital Spreads Final

Expressive page

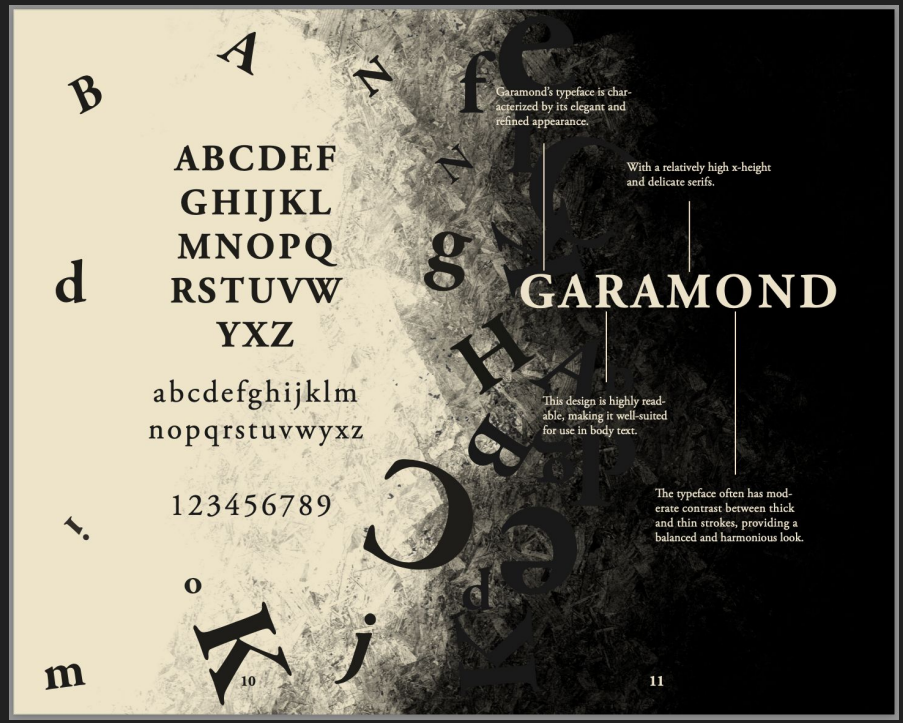
Family Weights

Digital Spreads Final

Anatomy



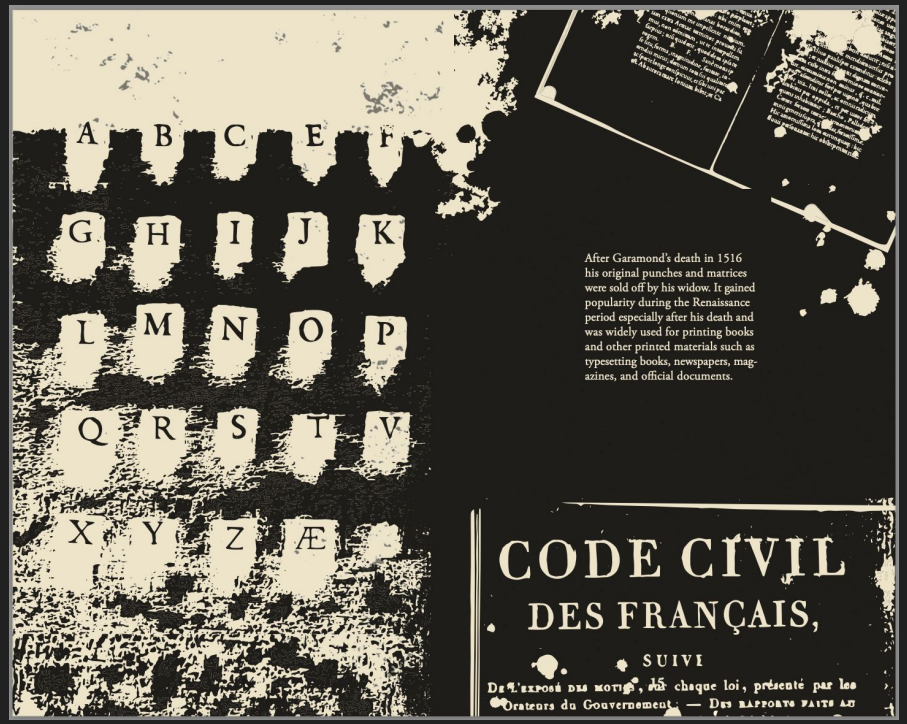
Character Set and Characteristics



Digital Spreads Final

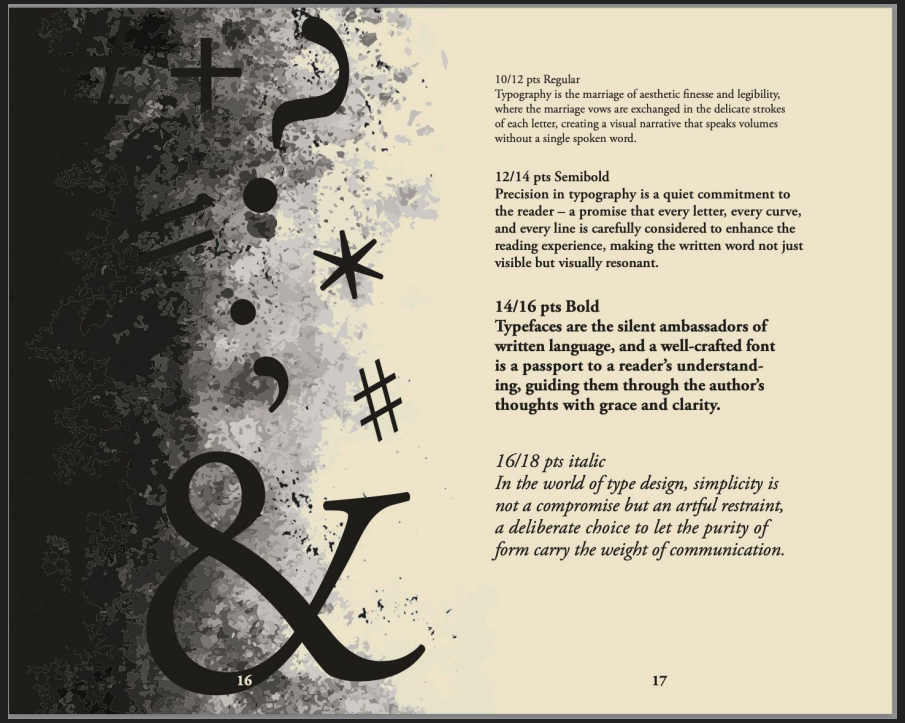
Expressive page

Past Usage

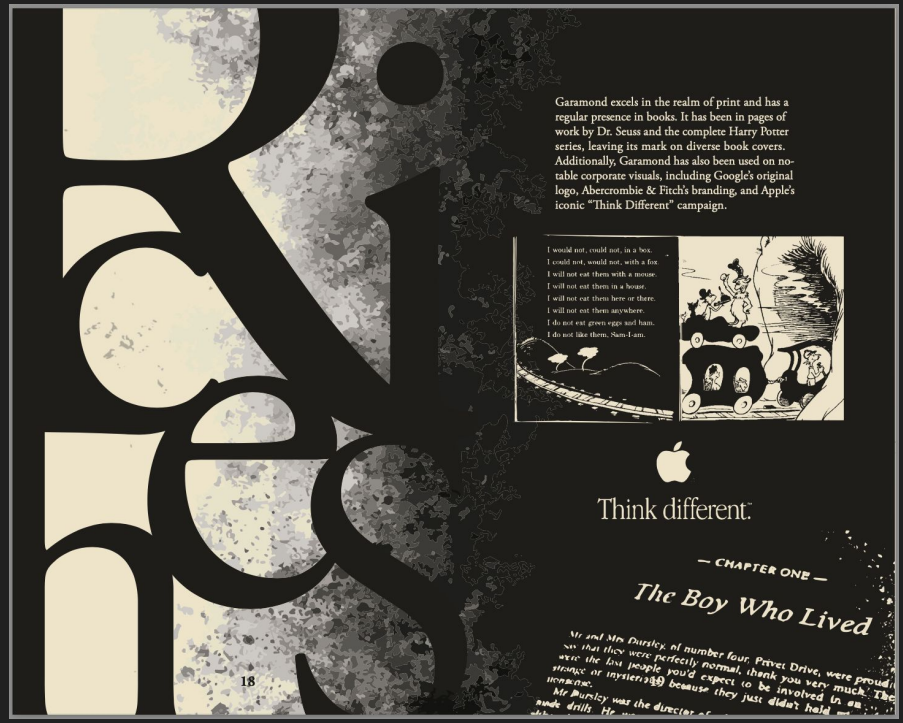


Digital Spreads Final

Glyphs and Typesetting

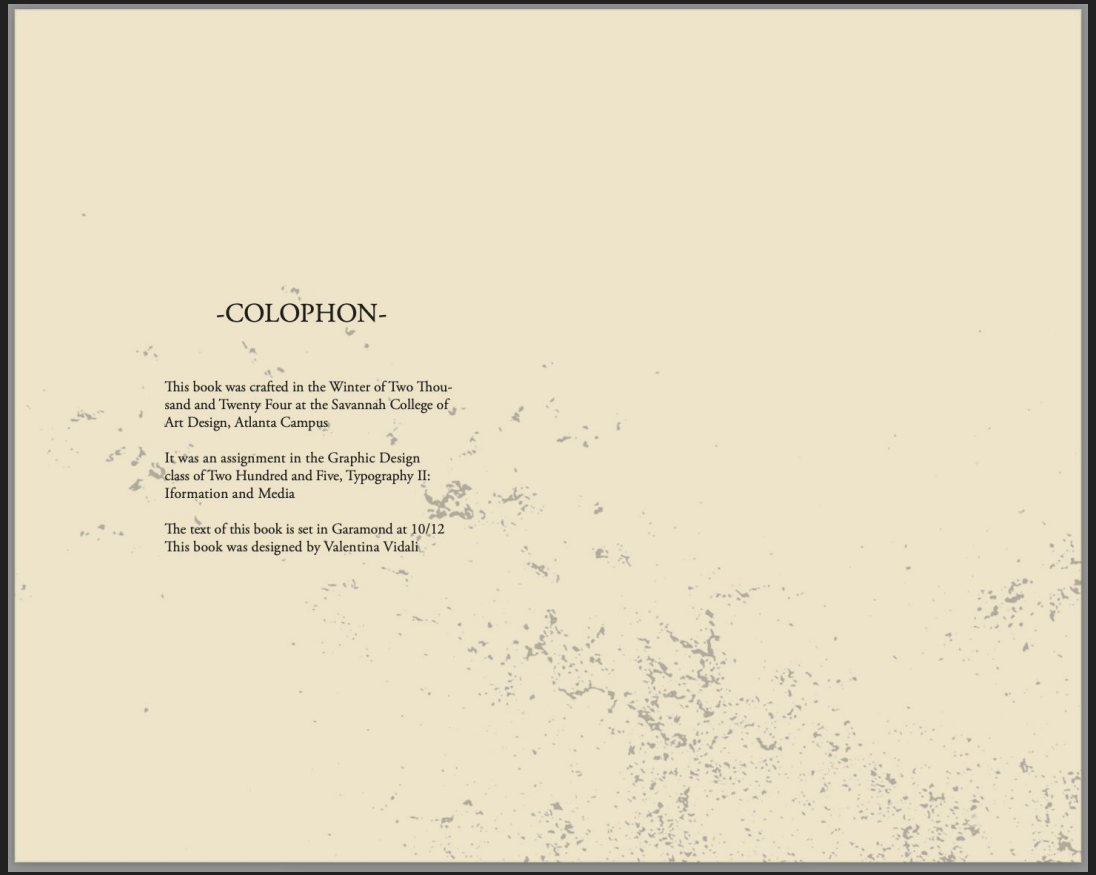


Present Usage



Digital Spreads Final

Colophon and inside back cover



Physical Book

Physical Book

MOTION

Story Board/Script

Song: Claire de lune -debussy
Maybe starts with tornado sounds

Script:
Title: "Garamond: A Typeface's Journey" rags to richess

Opening Shot:
Letters flying all over the place, then out of the dark the Garamond appears and is "born"
Voiceover: "one typeface stands the test of time – Garamond."

Idea:
Voiceover: "Claude Garamond, the visionary behind a typeface that would revolutionize the written word."

The Struggle
- Transition to Garamond's initial struggles, rejection, and challenges.
Variations of Garamond changing,

The change: The Renaissance
- Montage of Garamond's typeface gaining popularity during the Renaissance.
Voiceover: "As the Renaissance unfolded, Garamond's creation became synonymous with elegance and sophistication."

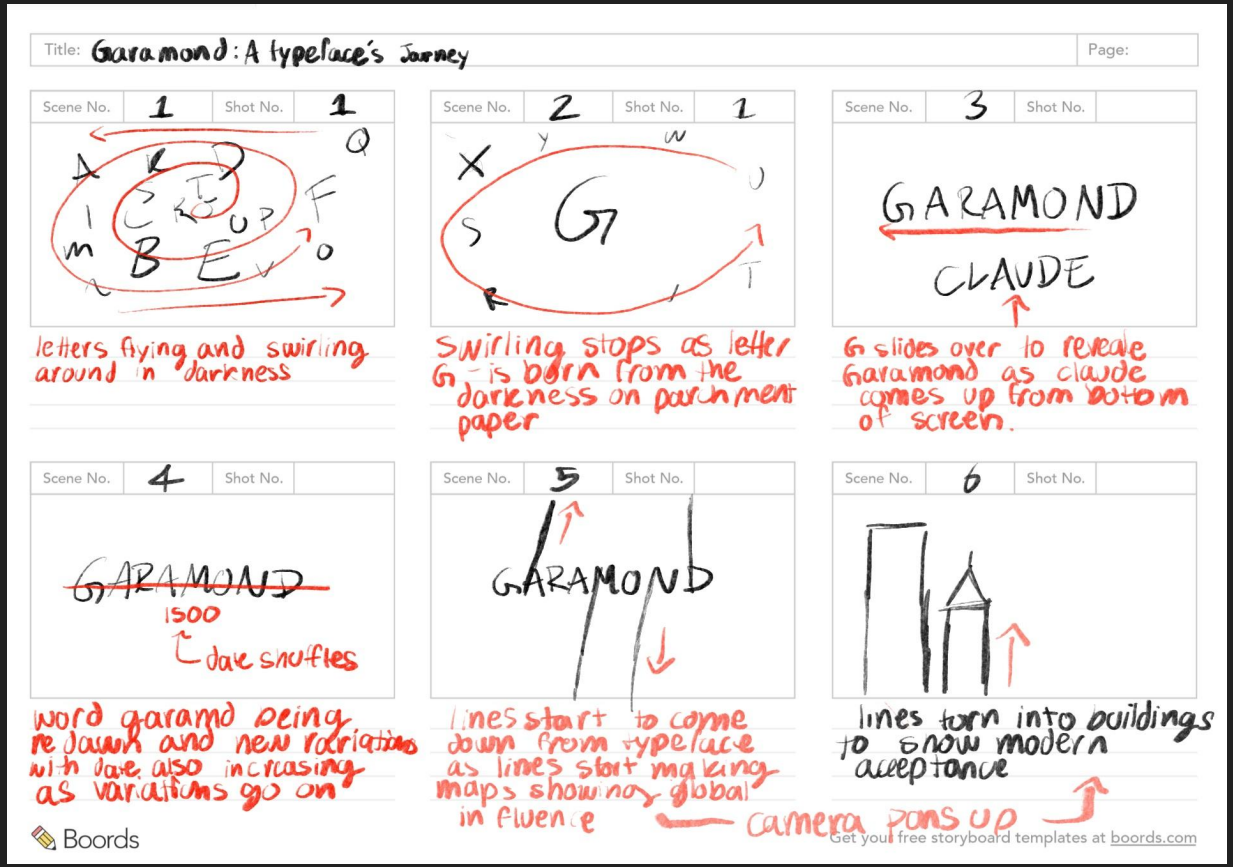
A Timeless Classic
- Modern visuals of Garamond used in books, logos, and various design elements.
Voiceover: "Garamond transcended time, becoming a timeless classic embraced by designers worldwide."

Global Impact
Buildings made out of garamond or world made out of it also
- Examples of Garamond's global influence in diverse cultural contexts.
Voiceover: "From Paris to New York, Garamond's influence spread across borders, a testament to its universal appeal."

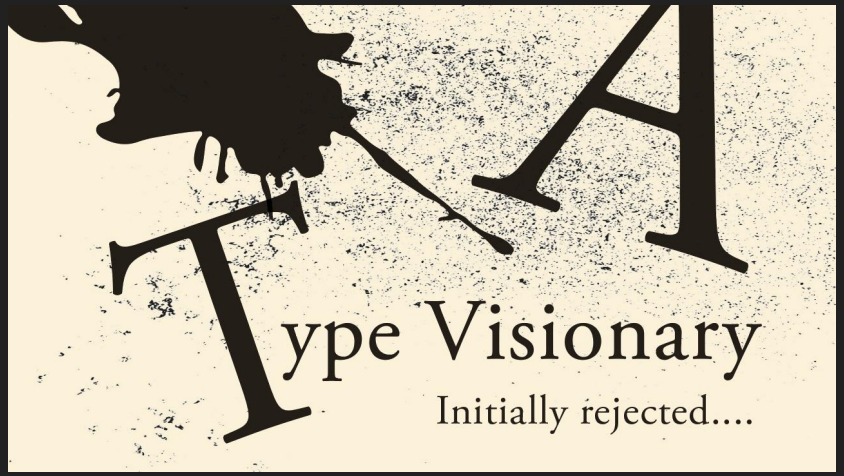
Legacy

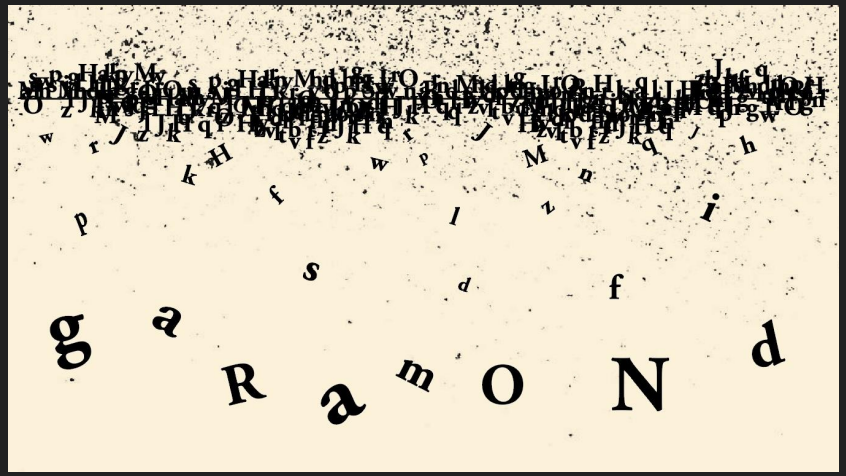
Closing Shot:
- The Garamond typeface elegantly displayed on a blank canvas.
Voiceover: "Garamond, a timeless tale of resilience, artistry, and the enduring power of a well-crafted typeface."

Fade Out.

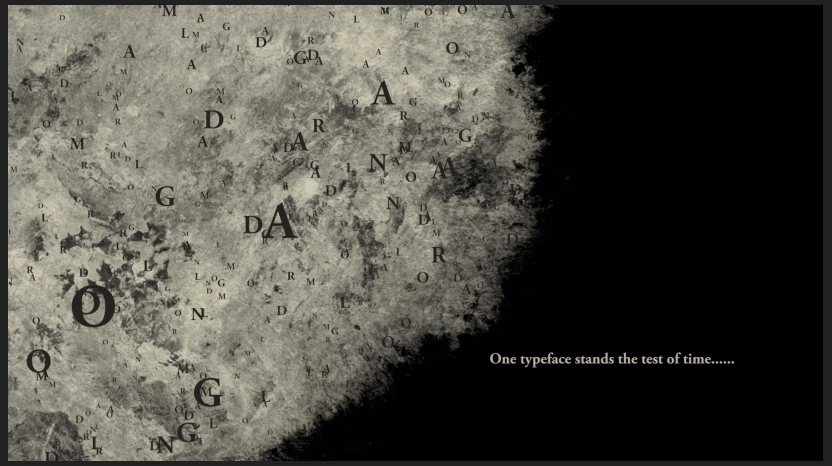


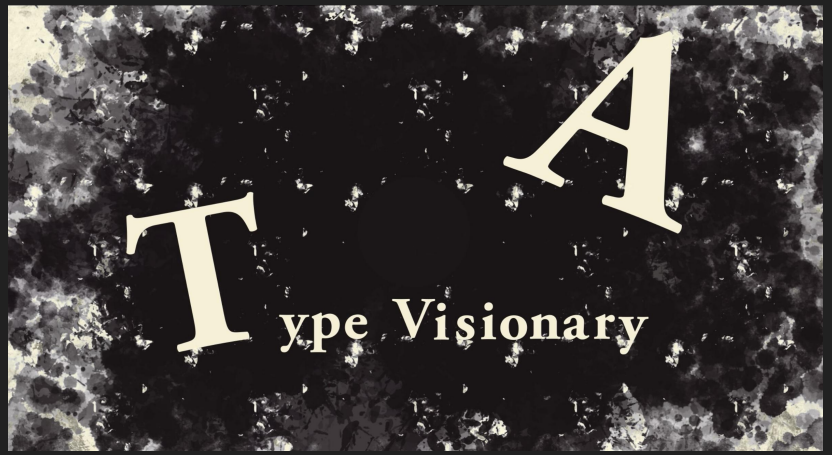
Style frame drafts





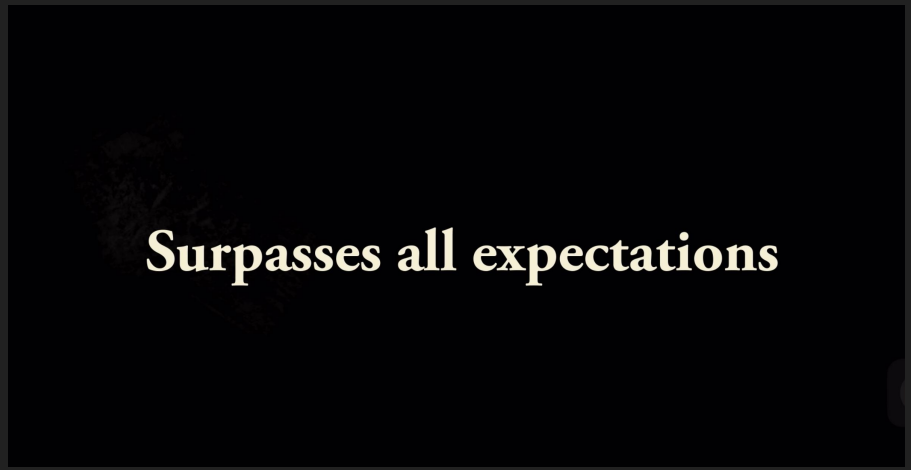
Style frame Finals





Initially Rejected

Style frame Finals



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Citations

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