

Garamond

Process Book

Print & Motion

GRDS-353-A01

Typography II: Information and Media Winter 2024

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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 Galde 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.

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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

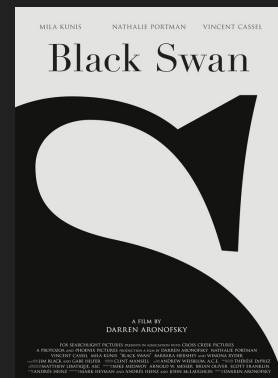
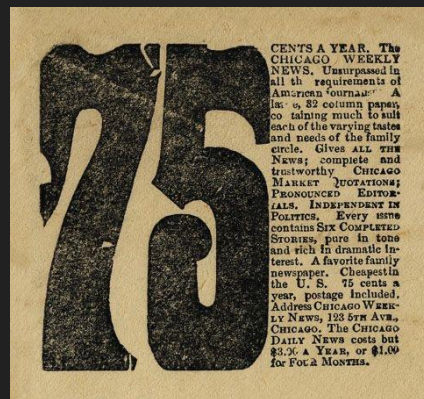
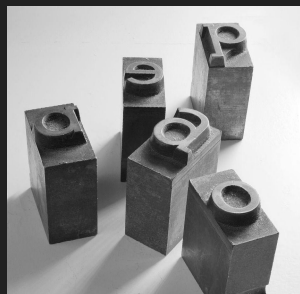
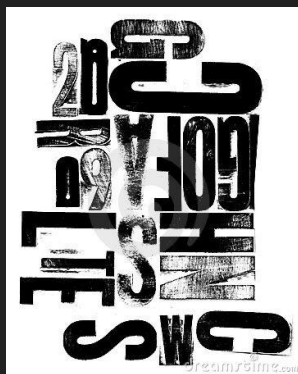
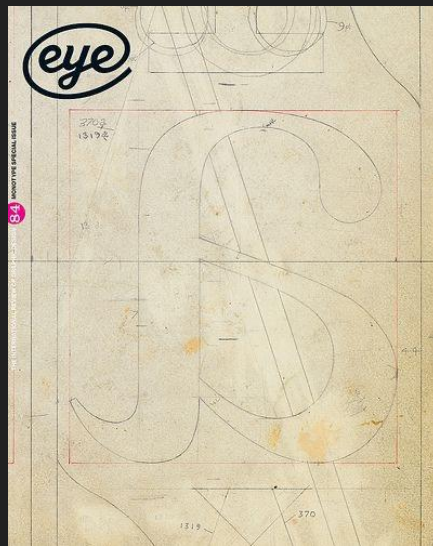
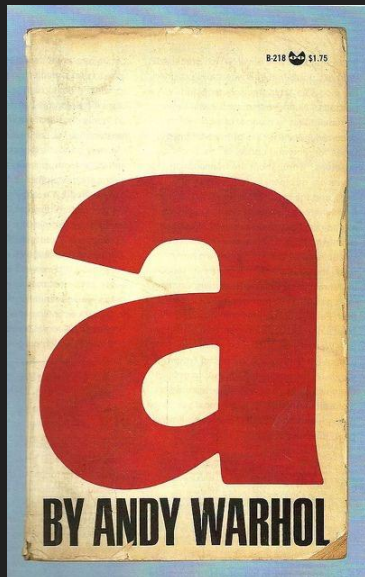
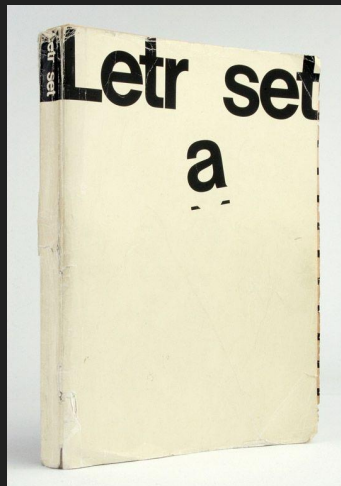
The journey and story of the Garamond typeface from its humble origins to becoming a timeless and influential font in the world of typography. The narrative might delve into historical contexts, its creators, and the impact it has had on design and literature over the centuries.

The book would be in a chronological layout, starting with Garamond's early designs and progressing through its historical adaptations. The 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

Usage ☒ Characteristics ☒ Expressive ☐ = X
 Character set ☐ Family/weights ☒

Total page count: 40 (10 spreads)
 X = Expressive typography

BACK COVER	FRONT COVER	INSIDE FRONT COVER	TITLE PAGE	BLANK	Table of contents	BLANK	X	History	History
							1	2	3
Anatomy	Anatomy	characteristics	X	Usage past	usage present	Family	weights	X	X
4	5	6	7	8	9	10	11	12	13
Typeset	examples	typeset	examples	Character set	X				
14	15	16	17	18	19	20	21	22	23
								COLOPHON	INSIDE BACK COVER
24	25	26	27	28	29	30	31		

Pagination plan revised

Total page count: 40 (10 spreads)

X = Expressive typography

BACK COVER	FRONT COVER	INSIDE FRONT COVER	TITLE PAGE	BLANK	Table of contents	BLANK	X	History	History
							1	2	3
X	X	Family Weights	Family Weights	Anatomy	Anatomy	Characteristics	Character Set	X	X
4	5	6	7	8	9	10	11	12	13
X	Usage (Past)	Glyphs	Typeset examples	Usage (Present)	X				
14	15	16	17	18	19	20	21	22	23
								COLOPHON	INSIDE BACK COVER
24	25	26	27	28	29	30	31		

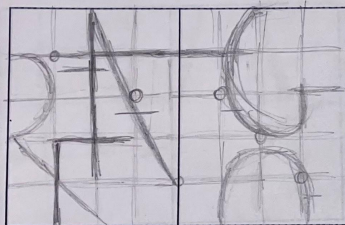
Sketches (10 spreads)

Humble origins to timeless + influential
vintage aesthetic vs elegant

— Evolution

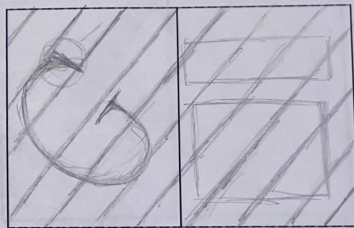
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SECTION NAME: Anatomy



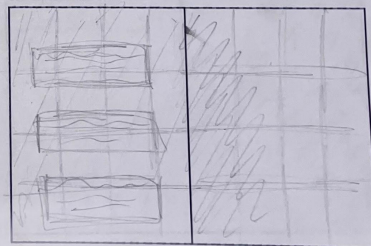
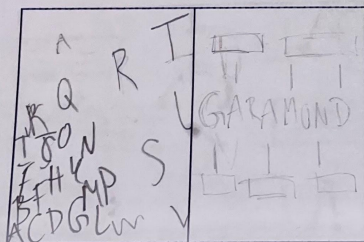
map
with
trellis
points

overlay/lots of - include light modular
texture graph lines



SECTION NAME: Expressive characteristics

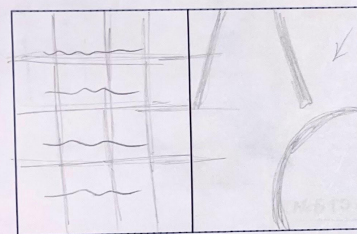
SECTION NAME: Family Weights + Glyphs



texture dissolves
glyphs appear

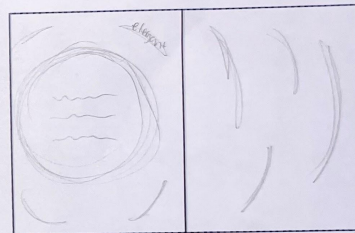
SECTION NAME: USAGE PRESENT

SECTION NAME: USAGE PAST



more simple

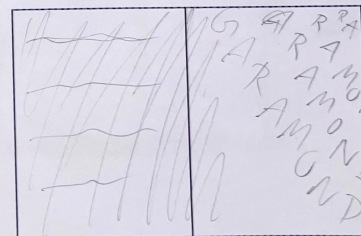
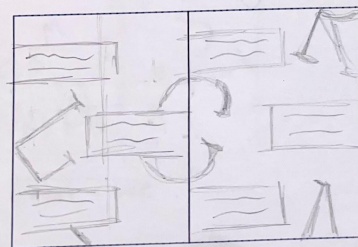
play
with
form
color
form



words breaking off
showing potential of handwritten

SECTION NAME: Type set examples

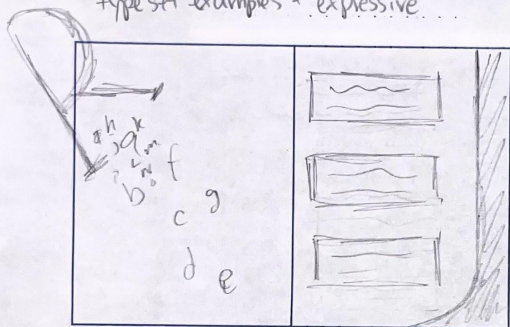
SECTION NAME: character set + expressive



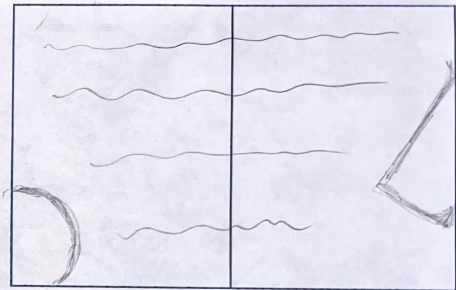
texture dissolves

Sketches

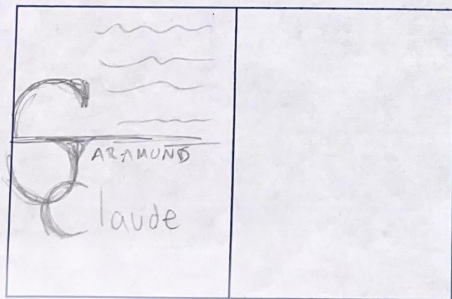
type set examples + expressive



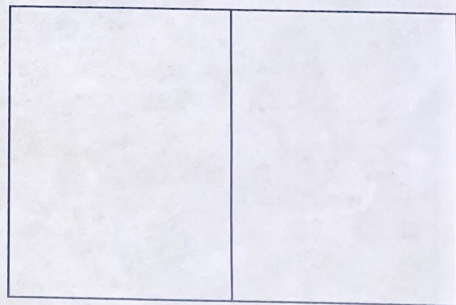
Family weights →



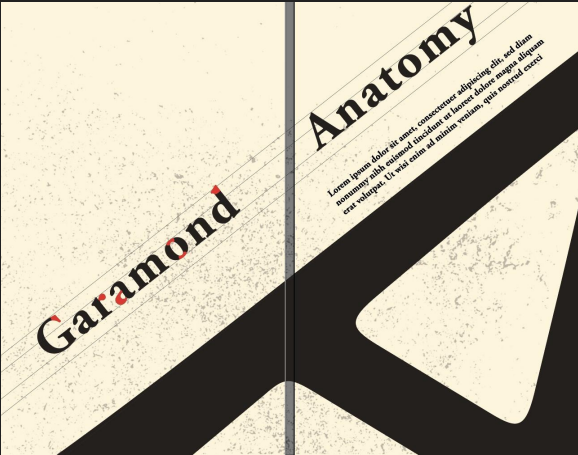
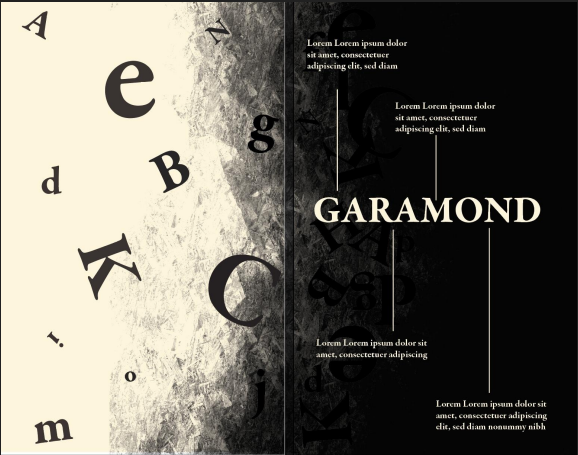
character set



Family weights →



Digital draft



Digital Spreads Final

Front and Back cover



Digital Spreads Final

Title page

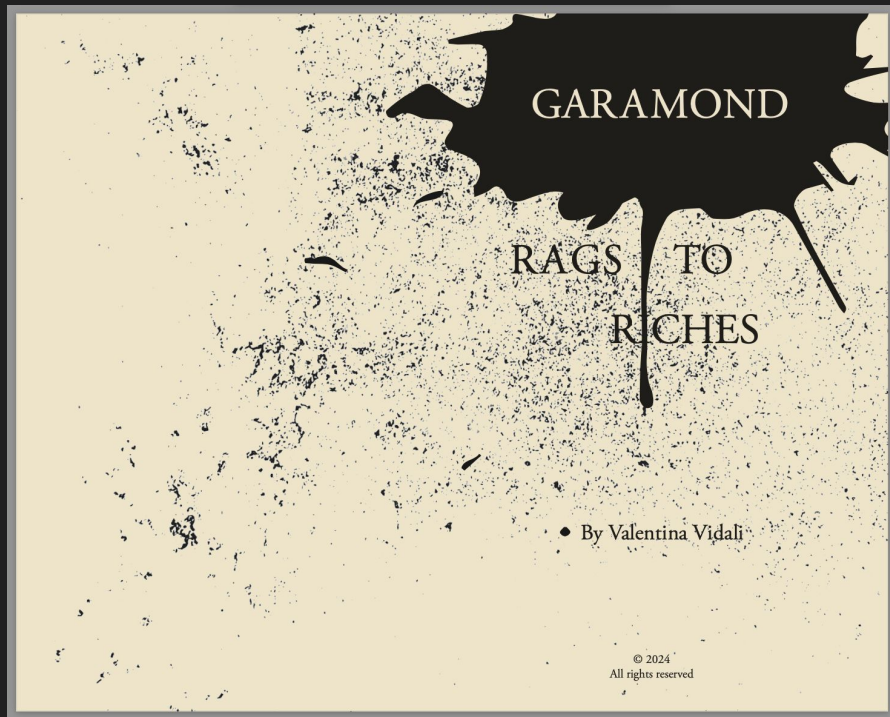


Table of Contents



Digital Spreads Final

Expressive page



History

Introduction:

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Digital Spreads Final

Expressive page



Family Weights

Regular
Garamond is considered a classic and timeless typeface, known for its elegance and readability. It has been used in various forms for centuries.

Italic
Different foundries and designers have created their versions of Garamond, leading to subtle variations in letterforms and details.

Semibold
Efforts have been made to preserve the authenticity of Garamond's original design in the digital age, ensuring its legacy continues in contemporary typography.

Bold
Garamond is sometimes preferred in mathematical and scientific publishing due to its clarity and precision in displaying mathematical equations.

Semibold Italic
The typeface has been used by renowned publications such as *The New York Times* and *National Geographic*, contributing to its widespread recognition.

Bold Italic
Garamond's design has influenced many other typefaces, and its characteristics can be seen in various contemporary fonts.

Digital Spreads Final

Anatomy



Character Set and Characteristics



Digital Spreads Final

Expressive page



Past Usage



Digital Spreads Final

Glyphs and Typesetting

10/12 pts Regular

Typography is the marriage of aesthetic finesse and legibility, where the marriage vows are exchanged in the delicate strokes of each letter, creating a visual narrative that speaks volumes without a single spoken word.

12/14 pts Semibold

Precision in typography is a quiet commitment to the reader – a promise that every letter, every curve, and every line is carefully considered to enhance the reading experience, making the written word not just visible but visually resonant.

14/16 pts Bold

Typefaces are the silent ambassadors of written language, and a well-crafted font is a passport to a reader's understanding, guiding them through the author's thoughts with grace and clarity.

16/18 pts italic

In the world of type design, simplicity is not a compromise but an artful restraint, a deliberate choice to let the purity of form carry the weight of communication.

16

17

Present Usage

Garamond excels in the realm of print and has a regular presence in books. It has been in pages of work by Dr. Seuss and the complete Harry Potter series, leaving its mark on diverse book covers. Additionally, Garamond has also been used on notable corporate visuals, including Google's original logo, Abercrombie & Fitch's branding, and Apple's iconic "Think Different" campaign.

I would not, could not, in a box.
I could not, would not, with a fox.
I will not eat them with a mouse.
I will not eat them in a house.
I will not eat them here or there.
I will not eat them anywhere.
I do not eat green eggs and ham.
I do not like them, thank you, Sam.



Think different.

— CHAPTER ONE —

The Boy Who Lived

Mr and Mrs Dursley, of number four Privet Drive, were proud to say that they were perfectly normal, thank you very much. They were the last people you'd expect to be involved in anything strange or mysterious, because they just didn't hold much of an imagination.

Mr Dursley was the director of a firm that made drills. He was a big, square-faced man with a very serious expression. He was not a smiling man.

18

Digital Spreads Final

Colophon and inside back cover

-COLOPHON-

This book was crafted in the Winter of Two Thousand and Twenty Four at the Savannah College of Art Design, Atlanta Campus

It was an assignment in the Graphic Design class of Two Hundred and Five, Typography II: Information and Media

The text of this book is set in Garamond at 10/12
This book was designed by Valentina Vidali

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 richness

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."

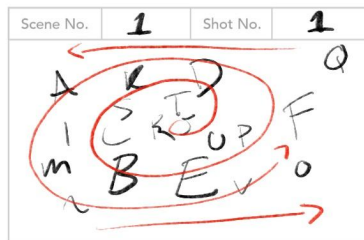
Legacy

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.

Title: **Garamond: A typeface's Journey**

Page:



letters flying and swirling around in darkness



Swirling stops as letter G - is born from the darkness on parchment paper



G slides over to reveal Garamond as Claude comes up from bottom of screen.



word Garamond being redrawn and new variations with date also increasing as variations go on

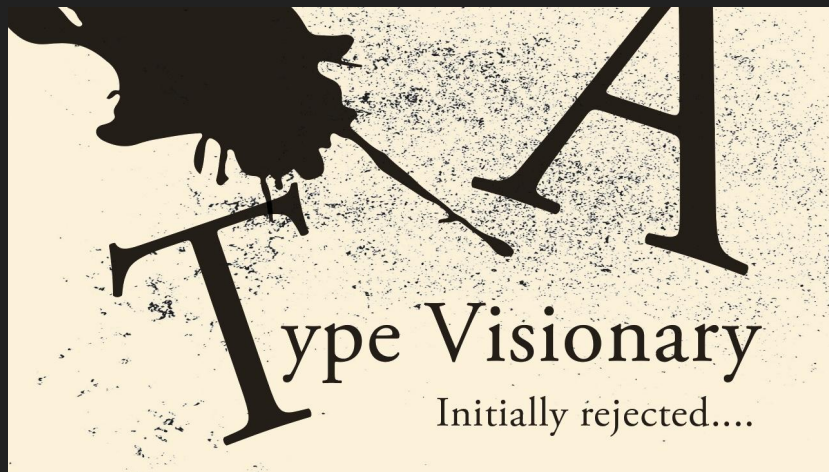


lines start to come down from typeface as lines start making maps showing global influence

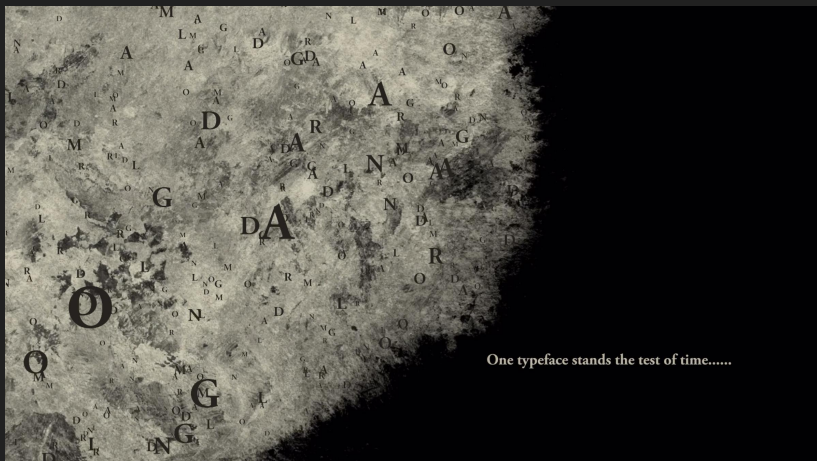


lines torn into buildings to show modern acceptance

Style frame drafts



Style frame Finals



Initially Rejected

Style frame Finals

Surpasses all expectations

Garamond
Timeless Elegance

find now at <https://fonts.adobe.com/>

Sources

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.

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