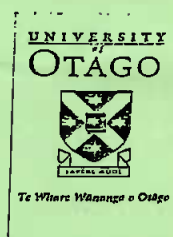


U3A

Dunedin Charitable Trust

A LEARNING OPTION FOR THE RETIRED

in association with



Series 1 2008

THE PRINTED WORD

Dates: Thursday, 6 March - Thursday, 17 April 2008

Time: 10 am - 12 noon

Venue: Frank Nichol Room, Knox College, Arden Street, Opoho

Enrolments for this course will be limited to 50

Course Fee: \$30.00

Tea and Coffee provided

Course Organiser: Gary Blackman (467 2822)

Course Assistant: Mayford Dawson (467 2090)

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You may apply to enrol in more than one course in each series (subject to numbers). If you wish to do so, you must indicate your choice preference on the application form, and include payment of the appropriate fee(s).

All applications must be received by noon on Thursday, 7 February 2008, and you may expect to receive a response to your application on or about 15 February.

Any questions about courses after 15 February should be made to the Secretary, U3A Dunedin, telephone 471 9913 or on email at <graysinn@clear.net.nz>

THE PRINTED WORD

A course of seven sessions on the history and practice of typography including the art and skill of designing and making type and of effectively arranging printed matter to aid easy comprehension of an author's text.

The Lecture Programme

- 6 March Anatomy of the word**
The desktop computer as an introduction to typography – the origin and anatomy of the alphabet – legibility and readability – basic concepts of typography

Presenter: Gary Blackman
- 13 March From Wine to Words**
1450-1500 – the Gutenberg revolution – invention of moveable type – replicating editable text – making metal type, paper, ink – the printing press – spread of printing – the first great printed books

Presenter: Anthony Tedeschi
- 20 March Three centuries of hand printing**
1500-1800 – typeface revolution – some great type designers, type founders and printers – the skills of the printing – constraints on page design – rationalization and standardization – old face to 'modern' type styles – emergence of the typographer

Presenter: Gary Blackman
- 27 March Mechanisation and mass literacy**
1800-1900 – mechanization and specialization – growing literacy – newspapers, mass production and quality – new letter forms (sans serif, bold) for posters, timetables, display etc – mechanical type casting – standard type sizes (point system) – 'old style'

Presenter: Keith Maslen
- 3 April Morris and the private press**
Reaction – revival of printing and formal handwriting – fine printing, the book beautiful – William Morris *et al.* – Kelmscott, Doves, Golden Cockerel Presses – Otago University Otakou Press

Presenters: Donald Kerr, John Holmes
- 10 April Tradition and Modernism**
Printing history studied – typeface revivals – influential typographers and printers – modernist experiment, e.g. Constructivism, Bauhaus, asymmetric design (Tschichold) – principles of typography (Morison) – advancing technology – offset lithography

Presenters: Gary Blackman, Ralph Lawrence
- 17 April Embracing the digital age**
The digital revolution – new roles and freedoms for designers and printers – legibility research – type design by computer – principles of modern book design – case studies

Presenter: Gary Blackman