

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 Programme

- Session 1 Anatomy of the word 6 March**
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
- Session 2 From Wine to Words 13 March**
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
- Session 3 Three centuries of hand printing 20 March**
1500–1800 — typeface evolution — 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
- Session 4 Mechanisation and mass literacy 27 March**
1800–1900 — mechanisation 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' revival
Presenter: Keith Maslen
- Session 5 Morris and the private press 3 April**
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
- Session 6 Tradition and modernism 10 April**
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
- Session 7 Embracing the digital age 17 April**
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

6 March to 17 April 2008

Please note:

The allocation of topics between the seven proposed sessions is not yet finalised. I am keen to achieve a good balance within the course that takes advantage of the particular interests and expertise of the presenters.

Organiser Gary Blackman

Presenters (*alphabetical order*)

- 1 GARY BLACKMAN — retired — former Assoc Prof, Otago Medical School — long standing interest in typography and print design — most recently designed fully 'Dorothy Theomin of Olveston' by Margery Blackman
- 2 JOHN HOLMES — Printer in Residence 2007, University of Otago Library (Otakou Press Room) — has long-standing commitment to fine hand-press printing (Frayed Friskett Press, Dunedin) — Medical Officer of Health for Otago and Southland.
- 3 DONALD KERR — Special Collections Librarian, University of Otago — presently writing a biography of Thomas Morland Hocken.
- 4 RALPH LAWRENCE — Graduated in photography and typographic design (under Max Hailstone) at Canterbury University in 1980 — from 1982 employed freelance and under contract as print and prepress designer in advertising and publishing — from 2001 to 2006 taught History and Theory of Design and Visual Communication in Design Studies department, University of Otago.
- 5 KEITH MASLEN — retired — Honorary fellow, Department of English, University of Otago — established the Bibliography Room in 1961
- 6 ANTHONY TEDESCHI — Rare books librarian, Dunedin Public Library — graduate in geography and history from Rutgers University — masters degree in library science (rare books and manuscripts) from Indiana University — on staff of Lilly Library (rare books and special collections), Indiana University, before coming to Dunedin — curator of current McNab Library exhibition of private press books 'Black on White'.

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