

SCHOLARSHIP / PEER REVIEWED PRESENTATIONS AND POSTERS

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**TYPECON 2011: SURGE CONFERENCE / EDUCATION FORUM
ROYAL SONESTA HOTEL, NEW ORLEANS, LOUISIANA
JULY 5-10, 2011**

CONTACT

www.typecon.com/conferences/typecon2011/education

ACCEPTANCE PROCESS

Blind Peer Review Acceptance Process

CONFERENCE LEVEL

International

DISCIPLINE

Typography and Related Arts/Typography Education/Design

CONFERENCE OVERVIEW

TypeCon is an annual conference presented by the non-profit Society of Typographic Aficionados (SOTA), an international organization dedicated to the promotion, study, and support of typography and related arts. Since the inaugural conference in 1998, TypeCon has explored type for the screen, printing history, Dutch design, type in motion, Arabic calligraphy, the American Arts and Crafts movement, experimental typography, webfonts, and much more. Special events include the Type & Design Education Forum, and an exhibition of international type and design. Typecon is the largest conference of its kind in the United States.

NAME OF PRESENTATION AND ABSTRACT

Get Your Sidebearings! The Typographic Carousel Project

As graphic design educators, we are always seeking new means and methods of communicating with our students. Today's students require constant stimulation, enjoy multi-tasking and prefer group activities to individual pursuits. They are extremely accomplished with software and digital communication but less so with interpersonal communication and making things with their hands. Because students are so connected to today's technology, it is difficult for them to appreciate or understand historical precedents or the evolution of typography.

This presentation explores integrated and interactive learning as a means to communicate with today's digital native students. The Get Your Sidebearings! The Typographic Carousel Project was developed to create a fun, interactive environment in which students work together to experience "pre-digital" techniques, processes and materials. This project addresses the issues of stimulation, multi-tasking and group interaction that today's students enjoy. This learning experience works like a circuit or carousel, where participants move from station to station to experience various tools and processes related to typography that pre-date digital technology. The stations, (called Terminals) included Letterpress, Calligraphy, Transfer Lettering, Typeface Identification, Conceptual Typography and Typeface Terminology.

Approximately 65+ students representing graphic, industrial, interior design, photography, print media and other majors from RIT's College of Imaging Arts and Sciences participated in the inaugural project at RIT's Innovation Center. This project has great potential for broader application for other student populations as well as for team-building exercises for professional groups and organizations to get in touch with their inner type.

TYPE OF PRESENTATION

Paper Presentation with Carol Fillip