

Typoday 2014 Workshop Proposal

“Letterpress-Light” Workshop

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In today’s world of digital fonts, digital layouts and e-publishing, designers are increasingly removed from physically handling the objects they design. While this is becoming more and more true of books, ads, brochures and other printed ephemera, it has long been the case with typographic design. We think this is part of the reason for the current popularity of letterpress in design circles. Letterpress printing deals with physical typographic objects and allows designers to touch and feel the objects they work with on a daily basis.

We would like to propose a “letterpress-light” workshop where participants can handle letterforms and work together to create typographic compositions using cut paper and acrylic letterforms of native indigenous scripts. In this guided workshop, participants will “print” with raised laser-cut letterforms to create typographic experiments using stamping and rubbing techniques that mimic normal letterpress. Semi-transparent laser-cut paper letterforms and their counters in various colors will also be provided to workshop participants for additional experimentation by layering, cutting apart, and altering. This workshop will be completely experimental, allowing designers to push the boundaries of typographic form in new ways and in the process discover more expressive solutions to typographic problems. We presented this workshop at the 5th International Conference on Typography and Visual Communication in Nicosia, Cyprus, in June of 2013. The participants enjoyed the experience.

This workshop would work best with a small group of people, perhaps 10-15. We would provide the laser-cut paper and acrylic letterforms. We would need the conference organizers to provide a few minor supplies that should be available in any printmaking workshop — paper, ink, ink brayers, solvents, etc. If there were letterpress presses available for use, that would be great, but we can certainly work with stamping if not. If you are interested, we would love to talk with you further about the particular details.

Joey Hannaford Bio

Joey Hannaford is an award-winning printmaker, graphic designer and lettering artist. She graduated from the University of Georgia with an MFA in Printmaking specializing in letterpress printing, book arts and papermaking. She is currently an Assistant Professor in the Department of Art at the University of West Georgia and has taught and conducted workshops in calligraphy, hand lettering and letterpress printing both nationally and internationally. Some of the collections that hold her work are HRH The Prince of Wales Architectural Trust, the Ronald Reagan and Jimmy Carter Presidential Libraries, and the Hargrett Rare Book and Manuscript Library in Athens, Georgia.

Jeff Pulaski Bio

A life-long Kansan, Jeff Pulaski was born and raised in Newton, Kansas in the United States. He earned a Bachelor of Fine Arts degree from Wichita State University in 1990 and a Master of Fine Arts in Visual Communication from Kansas State University in 2008. He is currently an Assistant Professor of Graphic Design at Wichita State University. He is an active letterpress printer and collector. His letterpress collection has grown to weigh in at nearly 10 tons. It includes various platen and cylinder presses, a Prouty Power Press newspaper press, an 18" Challenge paper cutter, a Model 31 Linotype and large assortment of metal and wooden type.