

Ben Archer MAAD 005 • August 2007 • Exegesis

HTTP://WWW.100TYPES.COM:  
DEVELOPING A COMPUTER-MEDIATED MODEL  
FOR THE TEACHING OF TYPE DESIGN HISTORY

Art & Design Research  
Faculty of Design & Creative Technologies  
AUT University

Exegesis submitted to AUT University in partial fulfilment of the  
Masters Degree in Art & Design.

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# MEMORANDUM

## Auckland University of Technology Ethics Committee (AUTEC)

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To: John Eyles  
From: **Madeline Banda** Executive Secretary, AUTEC  
Date: 6 August 2007  
Subject: Ethics Application Number 07/84 **Making a computer-mediated model to teach a history of type design.**

---

Dear John

Thank you for providing written evidence as requested. I am pleased to advise that it satisfies the points raised by a subcommittee of the Auckland University of Technology Ethics Committee (AUTEC) at their meeting on 21 May 2007 and that as the Executive Secretary of AUTEC I have approved your ethics application. This delegated approval is made in accordance with section 5.3.2.3 of AUTEC's *Applying for Ethics Approval: Guidelines and Procedures* and is subject to endorsement at AUTEC's meeting on 10 September 2007.

Your ethics application is approved for a period of three years until 6 August 2010.

I advise that as part of the ethics approval process, you are required to submit to AUTEC the following:

- A brief annual progress report indicating compliance with the ethical approval given using form EA2, which is available online through <http://www.aut.ac.nz/about/ethics>, including when necessary a request for extension of the approval one month prior to its expiry on 6 August 2010;
- A brief report on the status of the project using form EA3, which is available online through <http://www.aut.ac.nz/about/ethics>. This report is to be submitted either when the approval expires on 6 August 2010 or on completion of the project, whichever comes sooner;

It is also a condition of approval that AUTEC is notified of any adverse events or if the research does not commence and that AUTEC approval is sought for any alteration to the research, including any alteration of or addition to the participant documents involved.

You are reminded that, as applicant, you are responsible for ensuring that any research undertaken under this approval is carried out within the parameters approved for your application. Any change to the research outside the parameters of this approval must be submitted to AUTEC for approval before that change is implemented.

Please note that AUTEC grants ethical approval only. If you require management approval from an institution or organisation for your research, then you will need to make the arrangements necessary to obtain this.

To enable us to provide you with efficient service, we ask that you use the application number and study title in all written and verbal correspondence with us. Should you have any further enquiries regarding this matter, you are welcome to contact Charles Grinter, Ethics Coordinator, by email at [charles.grinter@aut.ac.nz](mailto:charles.grinter@aut.ac.nz) or by telephone on 921 9999 at extension 8860.

On behalf of the Committee and myself, I wish you success with your research and look forward to reading about it in your reports.

Yours sincerely

Madeline Banda  
**Executive Secretary**  
**Auckland University of Technology Ethics Committee**

Cc: Ben Archer [ben.archer@aut.ac.nz](mailto:ben.archer@aut.ac.nz), AUTEC Faculty Representative, Design and Creative Technologies

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*Abstract: Making a Computer-Mediated Model to Teach a History of Type Design.*

This project's purpose is to relocate traditional paper-based library content about typographic history to a website, curated as a digital museum. The project process is defined as three distinct parts:

1. Scholarship and research.
2. Model-building and website creation.
3. Deployment, testing and evaluation.

To support this, the project included the following substages:

- An informal needs analysis generated by reflection on practice.
- A survey of contemporary typeface classification systems, type education literature and online resources for typographic study.
- The building of animated and three-dimensional prototype models.
- The creation of a database of 100 historically significant typeface designs.
- The sourcing of samples, references, images and the gathering of reproduction permissions from designers, institutions and foundries whose work features in the database.
- The writing, editing, design and launch of the website at <http://www.10otypes.com>
- Peer feedback and review.
- An evaluation study of the website with students at AUT University in Auckland, New Zealand.
- A series of revisions to the website structure and presentation.
- The writing up of the research process and findings.

I chose this topic as the direct result of my experiences teaching typography at AUT University and other tertiary institutions. The need for graphic design students to demonstrate competencies in typography (as a sub-discipline of graphic design) has always been present, but has been foregrounded over the last two decades; however, a recent PhD thesis on the subject has argued that traditional delivery of print-based typographic knowledge no longer serves undergraduate requirements for today's divergent screen-based media (Yee, 2006, p.11). This has been accompanied by a significant rise in the number of available typefaces (Cahalan, 2004, p.62). Unfortunately the means with which to study them has not kept pace with these developments (Dixon, 2002, p.4).

Changes occurring within the type manufacturing industry and the wider field of creative industries during the last two decades have made the historical, background context of typography harder to comprehend from an undergraduate point of view. Students complain that they are under-resourced for information (in their preferred research medium) about the typefaces they must demonstrate care and deliberation in choosing. From experience gained in observing an online-learning pilot scheme in 2005, I elected to develop an online reference resource designed for self-directed research of typographic history as a complement to the existing tuition of typographic applications face-to-face in the classroom.

While the project offers a useful example of how practice-led research can augment a teaching situation, and is concerned with the promotion of student-centred and self-directed learning at AUT University, this is not its only objective as a public-access location on the internet. In keeping with the rising philosophy of open content for web-based education resources, a conscious decision was made at the project's inception to host and present the website independently of AUT University and its online learning environment.