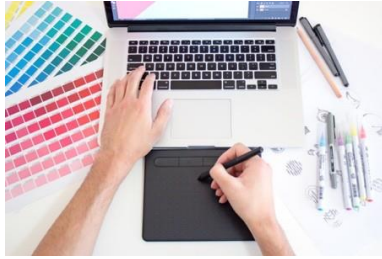


Design Textbook



Design Text

The following passage has been adapted from a design textbook. Read the passage and answer the questions that follow.

The Craftsman

Before the Industrial Revolution most aspects of design and all aspects of production were commonly united in the person of the craftsman. The tailor, mason, cobbler, potter, brewer, and any other kind of craftsman integrated their personal design aesthetic into each stage of product development. In print, this meant that the printer designed the fonts, the page size, and the layout of the book or broadsheet; the printer chose (even at times made) the paper and ran the press and bindery. Unity of design was implicit.

Typography in this pre-industrial era was predominantly used for books and broadsheets. The visual flavour of the fonts was based on the historic styles of western cultural tradition.

Typography was naturally small scale — needed only for sheets and pages — and was only large when it was chiseled into churches and monuments.

Questions:

1. Is there any cultural or contextual background knowledge needed to understand this passage?
2. Are there any phrases or idioms that would impede comprehension for an English Language Learner?

S1 UDL Principles Supporting ELLs

Brainstorm:

Brainstorm some ways that this text could be modified or delivered to support greater inclusivity and accessibility. Write y

