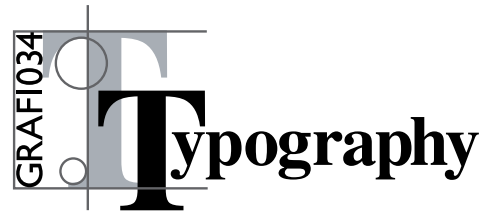


GRAF1034  
Basic Typography  
PROJECT: #1  
Rendering Exercise



A sheet which illustrates the capital alphabet letters of the typeface known as Times Roman. It will be given to you in class. On this sheet we will work out a grid, this will be marked so do not lose it. This grid will then be manually transferred on to the larger white board where you will hand render the font in pen and ink as accurately as you can.

This is an exercise in learning how to see positive and negative space, this will aid you in your training as a graphic designer and also make you see letters in a whole new light.

Do not miss the in class demonstrations on how to set this up. This is not a mathematical exercise, it is about your visual perception and ability to visually balance pos/neg space.

### **Step 1.**

Select a sheet of smooth white illustration board - final size to be 20" x 15". (Feel the surface of Lintek 3000, Bainbridge 180 and Bainbridge 172. Decide which you like best). You will be doing the final rendering with your Tech Pen (the one you load the ink into). NO BLACK MARKER can be used on the final rendering, if marker is used all the rendering marks will be forfeited only the prep-work marks will be given toward your final grade.

### **Step 2.**

Without tracing, or optically projecting, draw these 26 capital letters 2" high as accurately as you can so that your finished work looks as identical to the original sheet.

### **Step 3.**

Design and render YOUR own 27th. Letter. This letter should be distinct and recognizable as a member of the Times Roman alphabet.

### **Step 4:**

Presentation: Cover the illustration board with a tracing paper overlay Use your tech pen to put your Name, Date, Group, and Project # on the lower right-hand corner of the tissue overlay.

Save ALL (even the very, very, roughest - this is important) of your designs of the 27th letter form — place them in a 9 x 12 Plastic Envelope, label your envelope with a provided labels (found on my web-site). Trim and complete these labels, attach it to

the lower right hand corner of the FLAP side of the envelope. Presentation is worth 15% of final grade. Hand in all attempts of this project, only the one you submit for grading needs to have a tissue overlay.

### **Project Schedule:**

This project schedule is essential to follow, each part of the project is a due date, each part will be worth 10% of this projects final grade. If you do not submit work for a sign off on given due dates you lose that portion of the project grade. All prep-work must be signed to receive marks toward the final grade.

#### **Week 1:**

Project handed out, explained and demo in class. Sample projects will be shown. Hand out the sample sheet. Start work on grid at home. Draw a grid on the hand out sheet at .5 inch intervals across and down the sheet. This is due for next week, bring your graphic design kit and white boards to class next week.

#### **Week 2:**

We will create the grids on your white boards these boards should be 20 by 15 inches in size, begin to draw in the letters in pencil and tools will be demonstrated in class.

Due this week are 20 very different ideas for 27th letter due in thumbnail form. Worth 10% of final grade  
Grids on your handout sheet will be checked in class and signed off in class as well. Worth 5% of final grade

DUETBA \_\_\_\_\_

#### **Week 3:**

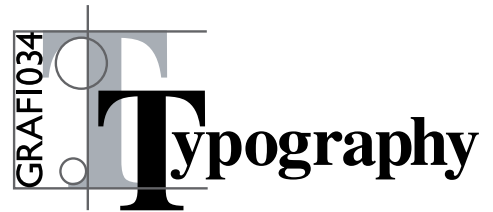
Roughs for 27th letter due in class. Eight of your best ideas must be done at full size, with black marker, on your rag paper. Demo on ink rendering in class. Bring all required tools to class so you can follow along. Roughs worth 10% of final grade

We will work on the alphabet in class bring all needed tools to class.

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#### **Week 4:**

Semi-comps for 27th letter due this class, choose four of your best ideas from your roughs. These must be done at semi-comp level (full size, done with black



ink), the question to ask yourself is “Would I show this to a paying client?”. If your answer is immediately yes, then it is rendered neat enough, if you hesitate then do it again. Worth 10% of the final grade.

Bring all required tools to class so you can work while I go around and sign off on your work.

Work on Project get assistance with any issues, demonstration on how to do a tissue overlay will be done in class. Review of tools. Bring all required tools to class

DUE Date TBA \_\_\_\_\_

## Week 5:

Project is due at 5 minutes after the scheduled **START** time of class. This means as you walk in the class room you deposit into the teachers box. Any late students will be given a grade of zero on their project. Deadlines are key in the Graphic Design industry. Be early and make sure your project is in the box by the specified time.

DUE Date TBA \_\_\_\_\_

## Tips:

- Begin by drawing faint guidelines with a hard pencil (4h) to layout the whole page.
- Draw each letter faintly in pencil first. Get each letter as accurate as you can with the pencil. Start with the outline and when you feel that it is right, lightly shade in the outline to see the Mass of the letter shape you have made.
- Then using pencil and eraser you can make any adjustments to the letter shape
- Remember, first the outline, then the Mass, then adjust and refine the pencil work.
- We do this as accurately as possible in pencil first to give as good a guideline as possible before inking the letters in. Obviously the pencil work is easier to erase and adjust than the black ink.

- EXTRA TIP: Do all the letters in pencil first. Only then, ink them all in.
- Look closely not only at the positive black shape of the letter forms but equally to the white negative space around and inside the letter forms.
- Touch up with white paint if you have to but try to avoid doing this if you can because it doesn't look good.
- Notice that letter forms with oval shapes to them are slightly larger than the rectangular letter forms and extend over the top and bottom guidelines. Decide why this is so.
- You will probably find the S the W and the O the hardest to do.
- Design your 27th. Letter separately before rendering it on the illustration board.
- Start with the A and then the G and work your way in trying to simulate the same spacing as shown on the sample sheet you are working from. Do this for each line, start on the outside letters and work you way towards the inside.
- When assembling the final package for submission, make sure you staple your different prep-work together, for instance staple the thumbnails all together and label them as thumbnails, staple all the roughs together and label them as roughs and so on. Organization and neatness are essential skills for a graphic designer.

## Grading Breakdown:

- Prep-work is worth 35% of final grade, all work must be signed off on due dates to be considered for marks.
- Creative on 27th letter is worth 20% of final grade
- Rendering quality is worth 15% of final grade
- Accuracy is worth 15% of final grade
- Presentation is worth 15% of final grade

## GRAF1026 Typography

### Tech Pen

#### TIPS FOR USING YOUR TECH PEN

##### What is a technical pen?

Designed for use by professional illustrators and designers, technical pens deliver ink down a narrow tube instead of a nib. The primary characteristics of technical pens are that they produce an unvarying, even line and that they use a waterproof ink.

- Pen should be held perpendicularly to the drawing surface and drawn, slowly, across a smooth surface. Tilting the pen too much, drawing too quickly, or using a moderately textured surface will produce a broken line.
- Using soft or heavily textured paper can contribute to clogging of the ink flow, for fibers can collect in the tip and prevent flow.
- Most technical pens can be kept ready to use, loaded with ink, for several weeks if they are properly capped. The pen can be left with the lid on and it will not dry up (just make sure you add ink occasionally).
- Every 4-6 weeks disassemble and clean your pen. Cleaning the pen is easy - it is rinsed under running water and then the cartridge, nib, and pen body are submerged in straight ammonia until the next time you are ready to ink.
- Do not overfill cartridge, less than 1/3 full will suffice.
- Do not press hard when inking, there is no need to. The ink will flow freely by pressing lightly. If you press too hard you may damage the wire (nib).
- Hold the pen as upright as possible when you are inking. If you have it on too much of a slant the ink will have trouble flowing down the tube.
- Most brands of graphite or transfer paper should not be used. As you are inking, the steel tube picks up this residue and clogs the pen.
- When the pen is not being used (even for a very short period of time), the lid must be kept screwed on, otherwise the ink on the nib will dry and the pen may clog.

