



GRAF1034

Basic Typography PROJECT: #3—Type Communication

Background....

Each typeface has it's own individual characteristics that can help to communicate things, ideas, or feelings i.e.....

Univers is clean, modern, and no nonsense

Garamond is conservative and traditional

Lubalin is machine like, industrial and graphic

Listed here are four cities:

NEW YORK, PARIS, NEW ORLEANS, LAS VEGAS

Each of these cities has well known characteristics about them i.e..

NEW YORK - big apple, island, broadway

PARIS - art, fashion, romance,

NEW ORLEANS - jazz, mardi gras, parties, parades

LAS VEGAS - gambling, night life, glitz

Step 1.

Select four cities - decided on their characteristics as you see them (your choice provided that the city name contains five letters or more letters.)

Step 2.

Do some research on your chosen cities—events, landmarks, festivals, & history.

Select and use a typeface or combination of typefaces in any way, to communicate the characteristics you have chosen, of that city. Or create a typeface of your own.

Step 3. You may create illustrations within the **typeface** to emphasize the characteristic's of the city. As done in Japan sample shown on page . Play and experiment a lot with different ways to accomplish the best solution that really shows the cities character.

Step 4. Presentation Requirements:

Render on a White board, make sure you choose one with a smooth surface.

Draw your solution as tightly as you can in black & white, use your Black Ink tech pen. NO MARKER on the final rendering. Anyone using marker will receive zero on that portion of the project.

Render the image inside an imaginary white square 12" wide on your white board. Allow a 1.5 inch margin all round the imaginary white square. Mount the 15 X 15 white board onto a black board have only 1 inch of black board showing on all side.

Cover with a tissue overlay - complete and glue a project label to the lower right hand corner on the back.

Project Schedule:

WEEK 1—Project will be introduced on TBA _____

WEEK 2—Thumbnails & Research due: TBA _____

Must have a minimum of 5 different ideas for each of the four cities of your choice. These will be checked and discussed in class. You should have 20 in total

WEEK 3—Roughs due: – TBA _____.

Must be Half size (6"x6") in pencil. Choose your best idea for each of the four cities from your thumbnails. Render these out in pencil on separate pages. Do each twice, each should have different ways of using the positive and negative areas or rendering styles, experiment a bit at this point of the process. These will be checked and discussed in class. You should have 8 in total.

WEEK 4—Semi-comps due: – TBA _____.

Now chose the best 2 of your roughs and render each one in B/W using your marker these should be on separate pages. Do them to full size (12x12) .These will be checked and discussed in class. You should have 2 in total.

From your two semi-comps you will choose one to render with tech pen on a white board as indicated earlier in this briefing.

This creative process is worth 40% of your final project grade. Don't miss the due dates. I will check and sigh off on each of the due dates.

Hand in all preliminary work, research, thumbnails, roughs, Semi-comps and experiments - in a plastic envelope with a trimmed label on the flap side lower right hand corner. Make sure you organize your prep work into groups, for instance staple all research together and label it as such, do the same for thumbs, roughs and semi-comps. Neatness and organization count

Week 5—PROJECT DUE

Date TBA _____ Start of class, do not be late, this will result in a ZERO grade.

