



Objectives:

- To encourage designers to look at the detailed nuances of typefaces from different families.
- To look carefully at the forms that make up letters in different families.
- To experiment and play with letters from different families.
- To utilize type as a visual element, an abstract design form.
- To observe the details of letters from different families more closely when enlarging and tracing them.

Specifications:

- Image area 8.5 x 11
- Black/White & all shades of Gray
- No computers are to be used on this project, letters are to be executed in cut paper.
- Completed portrait must be photo copied to a flat image to be mounted for presentation.

This project will be a self portrait, you will have to select your favourite photo of yourself. Enlarge the photo to B/W so that it fills a 8.5 X 11 space. The image may be portrait or landscape, some of your image may bleed off the page.

Choose at least two of the Type Classification families of fonts to work with, and select one font from within each family. Using both the capitals or lowercase, numerals and punctuation, create a your face from the characters. The face can be seen in profile, frontal or three-quarter view. It can be very realistic or more of a caricature. It should be recognizable as a face. You can angle or reverse characters, but you cannot cut them apart; they must retain their integrity. Letters can be blown up or reduced to different sizes within the same design. You can also use both the italic and Roman versions of the font you have selected.

Use black, white and play with all the shades of gray, gather your letters from sample type books, magazine ads, posters etc..

Begin by doing 10 roughs sketches, roughly to 1/2 size. The easiest way to do these might be to trace the letters from the typefaces you gathered, or photocopy them to make them larger and smaller. You need not use the entire letter in the design; some of it can bleed off the paper. In fact, you may want to use only a small portion of the letter, but you cannot cut up or cut off the letter unless it is cut off by the edge of the sheet. You can overlap parts of letters and work with the shapes created from this overlapping; you can create different shades of gray to the overlapping

parts of letters. The design can be random or highly stylized or organized. This should be an exciting, creative layout when you are done, one that utilizes all the shades of gray, positive/negative space effectively.

Presentation Requirements:

- Mount the final piece on a black board with a 2 inch border on all four sides.
- Cover project with a tissue overlay.
- In a plastic envelope hand in your roughs, semi-comps, make sure you include the original cut and paste version.
- Attach a trimmed, completed label on the back lower right-hand corner of your board and on the lower right-hand corner of the the flap side of envelope.

Due Dates:

Week 1 Date TBA _____

Introduce project 2, carefully review briefing review requirements for the next class.

Week 2 Date TBA _____

Bring your enlarged photo copy of the image you will be using for this project. We will do a workshop in class on how to apply the letters. Bring your tools.

Week 3 Date TBA _____

Your 10 rough sketches at half size will be reviewed in class.

Week 4 Date TBA _____

Your 2 best designs done in pencil at half size will be checked in class. Show how you will be using the differ typefaces to form your features.

Work on final image in class, while I am checking your semi-comps.

Week 5 Date TBA _____

Project due at the **start** of class.

Grading Breakdown:

- Enlarged photo workup, Rough & Semi-Comps 40%
- Creativity (style, & visual interest) 20%
- Use of Pos/Neg Space 20%
- Use of shades of gray 10%
- Presentation quality & neatness 10%

Samples of previous work will be shown in class.

Any question or concerns should be addressed before the due dates.