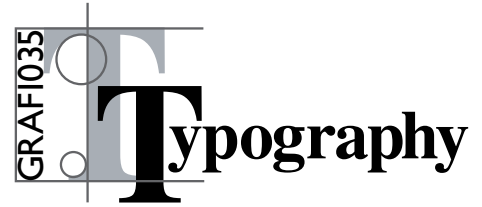


PROJECT 2: EARLY LETTERFORM

Digital Typography

Use the program InDesign



OBJECTIVE:

- To reinforce the design process, using research, thumbnails, roughs, semi-comps and a final comprehensive.
- Explore and research ancient letterforms.
- Practice your copywriting skills.
- Encourage explorations of multiple solutions to a given project.
- Explore the use of typographical & visual hierarchy.
- Experiment with the five classic typeface families.
- Explore and use the design principle of Emphasis.

ASSIGNMENT:

First, the copywriting. Select a letter from the Phoenician or Greek alphabet shown on page 2. Research the letter, and write approximately 100 words. Your text should highlight the meaning or illustrate some aspect of the symbol. Write it to be interesting, clever, funny, poetic, inspiring, etc.. If you don't find your text interesting, the viewer won't either.

Next the designing. This project will be done in two Spot colours. You can choose your colours to reflect the meaning of the letterform, to create contrast, or for high impact. Your choice.

You must create **three designs** each must be distinctively different. All compositions must contain three elements: the symbol, the display type (the name of the letterform) and your text type.

COMPOSITION REQUIREMENTS:

Symbol Composition:

In the first comp, make the symbol (the letterform) the most prominent element. Prominent does not necessarily mean the largest element. Consider other ways to create emphasis.

Display Type Composition:

In the second comp, make the display type the most prominent element.

Text Type Composition:

In the third comp, make the text type the most prominent element.

For you Display type and text type, you may use any of the five classic typeface families of type: Garamond, Baskerville, Bodoni, Century, or Helvetica. You may use a different typeface for each solution.

The goal is to create three distinct designs with different emphasis.

In all cases consider the negative space (open areas) as an equally important part of your design.

FORMAT:

Each composition must be 5 x 5 inches (30 x 30 picas)

You must have at least one bleed on each comp

You must use the same two spot colours on all three comps

You must print each comp on a coated stock, either matte or glossy.

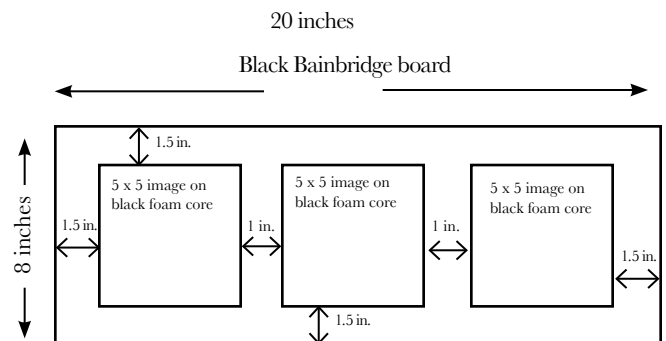
SUBMISSION REQUIREMENTS:

All of your research, thumbnails, semi-comps, and workshops should be placed in a plastic envelope. Place a trimmed label on the lower right hand side of the flap side of the envelope.

You must print off a final B/W pdf proof of each image — comp and separations. Assemble each final proof & its separations together (you should have 3 sheets of paper for each image, 9 in total). Place these in your envelope.

Put all the workshops that we do in class during this project in your envelope. They are worth 15% of your final project grade.

You will first mount your 5 x 5 images, flush onto black foam core board. Then mount each of those onto a black bainbridge board use the measurements shown below;



Once you have assembled your board, cover with a tissue overlay, use the PDF on my web site as a guide. Neatness counts.

Place a trimmed, completed label on the back lower right hand corner of the board.

DO NOT tape the envelope to the back of the board. Thx.

PROJECT 2: EARLY LETTERFORM

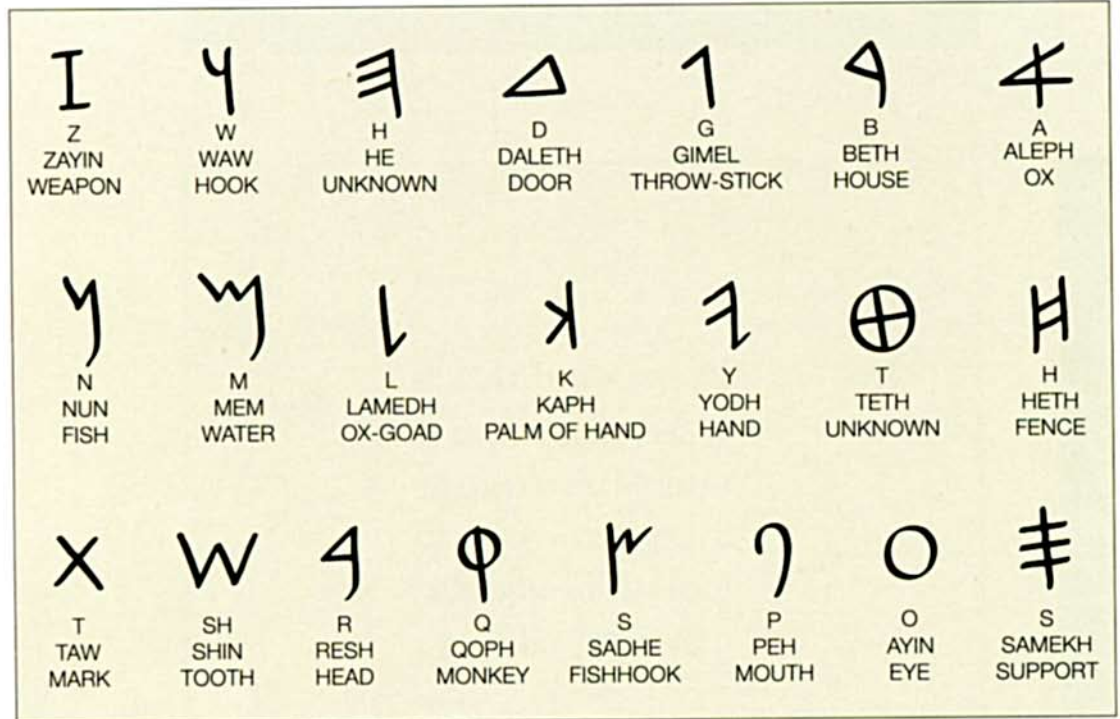
Digital Typography

Use the program InDesign

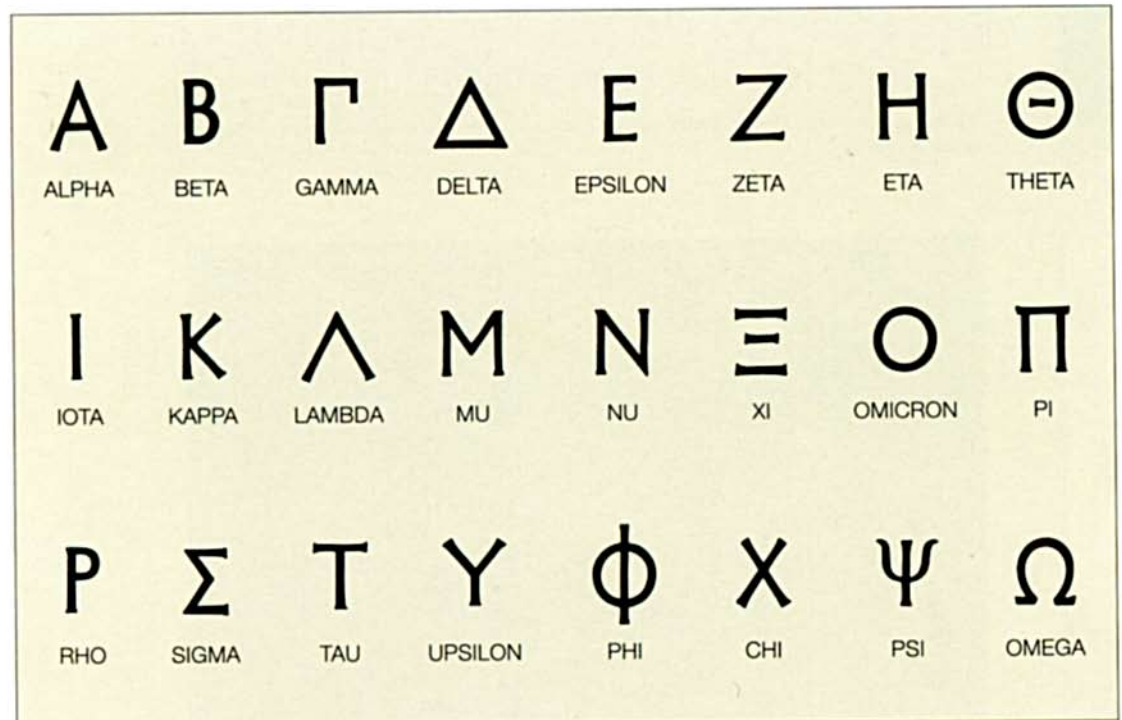
Choose one of the letterforms from the samples shown on the right. You may choose from the Phoenician or Greek alphabet.

Research the meaning of the letterform before writing your copy.

You will have to redraw the symbol you choose in Illustrator. Save as an ai file and place into your InDesign layout.



Phoenician alphabet

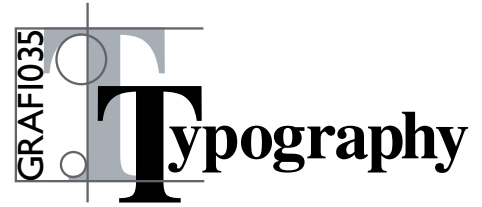


Greek alphabet

PROJECT 2: EARLY LETTERFORM

Digital Typography

Use the program InDesign



Project Schedule:

Week 1: Introduction of Project #2

Date: TBA_____

Week 2: Research & detailed thumbnails due, worth 10% each

Complete 5 thumbnails for each composition. This is a minimum do more to get better developed ideas. Do each one at **full size**.

Date: TBA_____

Week 3: Roughs are due this week, choose 2 of your best ideas from your thumbs, work them out in pencil full size indicate where you will be using each spot colour. This week we will do the second workshop for this project in class. Entire workshop must be completed and signed off before the end of class. worth 10% of final mark

Date: TBA_____

Week 4: Semi-comps computer generated.

Your 100 words of copy will be due this week as well. You must have one of you best ideas for each composition. Your semi-comps must be done for this week by the end of class and signed off. worth 10% of final mark

Date: TBA_____

Week 5: Your project will be due at the START of class.

Date: TBA_____

Grading breakdown:

- Workshop 2 worth 15% of final mark
- Prep-work is worth 40% of final mark
- Layout & Design worth 15% of final mark
- Typography worth 20% of final mark
- Presentation worth 10% of final mark

We will be introducing Project #3 after all projects have been submitted.

Make sure you ask questions if you do not understand any part of the project. Read this briefing carefully.