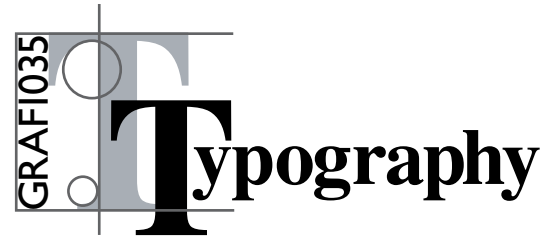


DIGITAL TYPOGRAPHY

PROJECT #2

HEARING TYPE



LEARNING OUTCOMES:

- To work in CMYK colour mode using Spot colours
- To use PMS guides to choose your colours.
- To refine your knowledge of computer-layout programs.
- To consider type with movement and rhythm.
- To use type creatively as a visual element on the page.
- To encourage the exploration of unusual typographic solutions.
- To balance typographic readability with type inventiveness.
- To think of Type as an interpretive, creative medium.
- To begin an awareness of foreground and background distinction and readability considerations.

OBJECTIVES

The objectives of this project are to discover new relationships between typographic form, space, and structure; and to understand how dense textures of information can be clarified to create more coherent communication spaces.

To show movement and rhythm with your typographic interpretation of your chosen sound clip.

To correctly use the PMS swatches and create a spot colour job with printed separations.

Apply the principles of hierarchy, contrast, emphasis, to create a balanced layout with flow that leads the viewer through your chosen segment.

Apply all the elements of legibility and readability to the text within your design.

Apply the use of colour that deals with value conflicts that interfere with readability and the effective contrast of elements.

Within your design show an understanding of the principles of Typography we have covered this term.

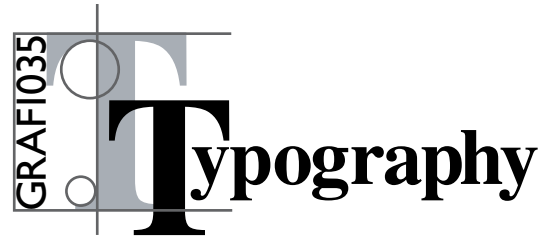
ASSIGNMENT:

This project will introduce conceptual analogies between acoustic and visual space. Since typography is a visual representation of our spoken language, you'll explore the visualization of sound and music by creating a typographic map of acoustic space, based on the translation of a short segment from a piece of music. The most important fundamental concepts to understand are harmony (unity and variety), hierarchy (contrast and structure), and rhythm (time and motion).

DIGITAL TYPOGRAPHY

PROJECT #2

HEARING TYPE



SPECIFICATIONS:

- Must be done in two spot colours on a coated stock, you choose whether it is glossy or matte finish.
- Must be 15 inches by 5 inches, the orientation is landscape.
- You decide the margins that best suit your layout.
- Utilize bleeds as needed for your design.
- You must save your production and final proof file in a PDF file format, file name should be— pro2_yourname.pdf,
- Design must be type-based with images only playing a supportive role to enhance the typographic design to visualize the rhythm of the music.
- Record, choose and analyze a short segment (about 12 words) from a selected piece of music. The actual duration that you extract depends on the tempo of the music. The segment must include at least one voice (text) and one (additional) instrument. Burn this segment to a CD using Toast and submit with your project.
- Using Adobe Illustrator or InDesign create a typographic translation of the selected segment, based on a visual grid that represents pitch on the vertical axis and time on the horizontal axis.
- As a road map is a diagram of geographic space, your translation will be a typographic map of the sounds within an acoustic space. First, consider how you might represent each of the properties of sound (amplitude, duration, pitch, and timbre) with typographic elements in a visual space. Throughout the process, think about the interaction of sounds, the hierarchy of instruments that produce tonal clusters, harmony through variations in density or texture, the hierarchical structure of space, the dynamics of rhythm and motion, and the concept of scale (distinct yet related intervals of pitch and time).

SUBMISSION REQUIREMENTS:

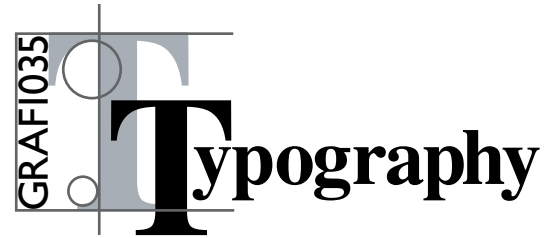
Poster is to be trimmed to size and flush mounted on a piece of black foam-core board then mounted on a piece of black bainbridge board as indicated on page 3 of this briefing. Cover with a tissue overlay make sure your tissue overlay matches the orientation of your images, Place a trimmed completed label on the lower right hand corner of the back of the board.

Put all prep-work, workshops, final proof, separations, and CD of your music segment in a plastic envelope, put a trimmed, completed lab on the lower right hand corner of the flap side. **Do not TAPE** the envelope to the back of the board.

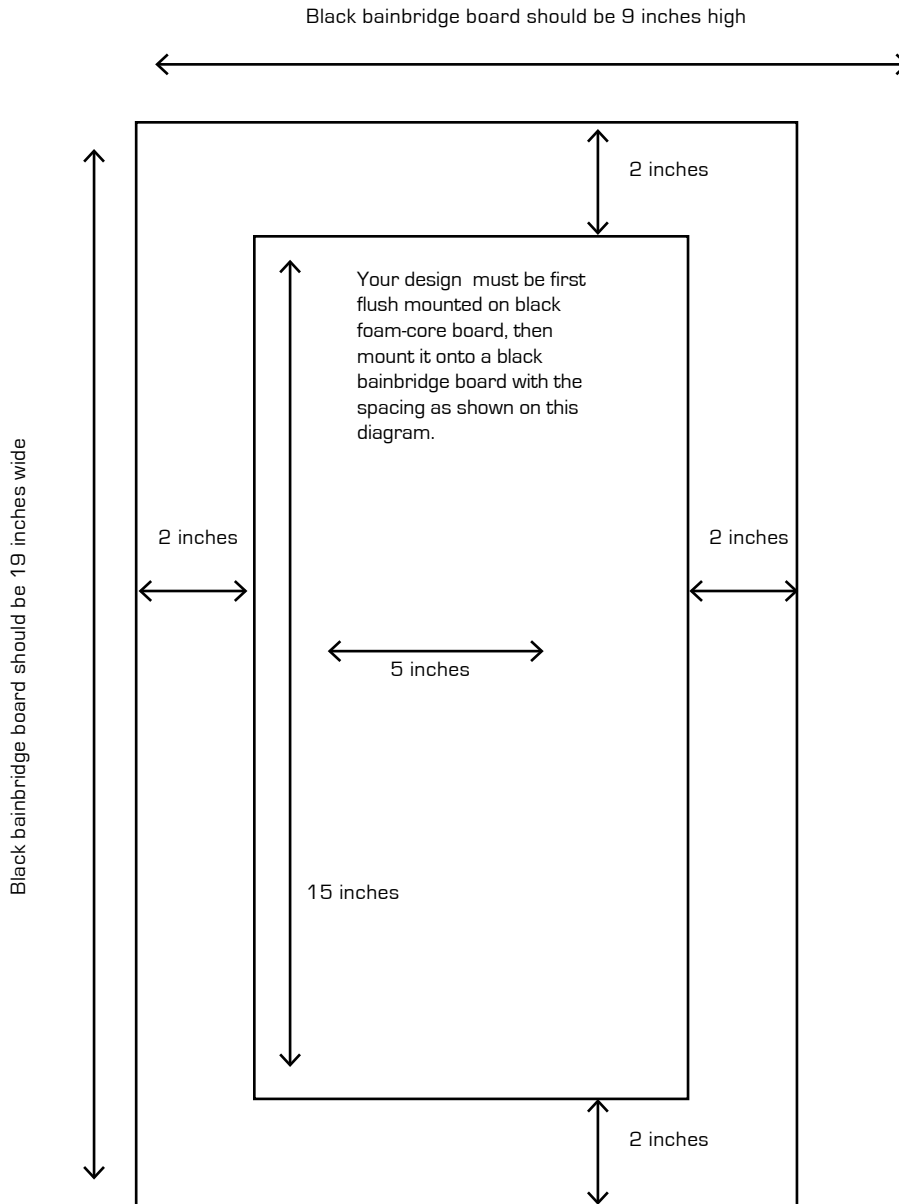
DIGITAL TYPOGRAPHY

PROJECT #2

HEARING TYPE



MOUNTING SPECIFICATIONS:

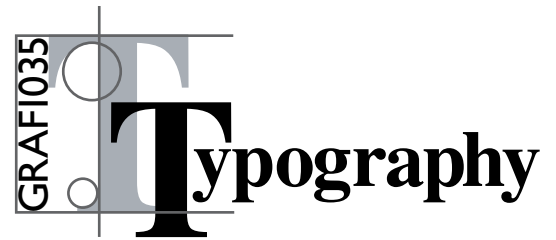


Make sure you securely adhere the flush mounted image to the black bainbridge board. I recommend using double sided tape for this to stick well.

DIGITAL TYPOGRAPHY

PROJECT #2

HEARING TYPE



PROJECT SCHEDULE:

Week 1:

Introduction of Project #2

Date: TBA _____

Week 2:

Research on different type faces, the more the better, and colour information—should show the different emotions and meanings of colour. Yes, you must print out type samples and colour info. Choose a musical segment you wish to design from. Do 20 thumbnail ideas for chosen clip, if you have 2 or 3 clips then divide the thumbs up to make 20. Decide which one you will do once you go to Roughs.

You will do the Emphasis workshop in class.

Date: TBA _____ worth 10% each of final grade

Week 3:

Choose 3 different designs and layouts of your visual interpretation of your chosen musical segment. Do these at half size to really plan how you are going to use the fonts you researched, make notes on colours you are going to use, screening, cropping, bleeds and fonts. Do roughs to a level that shows the plans of your design, make notes and comments on how you will use colour, size, direction and graphics.

Date: TBA _____ worth 10% of final grade

Week 4:

You must generate computer B/W semi-comps, one at full size must be printed in class, these will be signed off by the end of class.

Date: TBA _____ worth 10% of final grade

Week 5:

Project will be due by the **START of class**, we will then have a Final exam review of all material covered. Do your workshop for this project and hand it in it is worth 10% of your final course grade.

Date: TBA _____

Grading breakdown:

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

Make sure you meet all due dates and deadlines for the project, complete all steps as fully specified to get all marks.