

ART 141 Typography

Project 2: Letter & Unity

- a. **Unity Through Contrast**
- b. **Unity Through Repetition**

“Our initial discussion of typographic syntax addresses the intrinsic character of the individual letter. Although the letter typically functions as part of a word, individual letters are frequently combined into new configurations.”

Textbook reference: Chapter 5 Syntax and Communication

Objectives:

This assignment will explore the syntax of individual letters. The objectives are to:

- a. explore the character of the individual letter.
- b. combine individual letters into new configurations.
- c. explore the use of letter combinations acting as typographic signs.
- d. explore the use of the surrounding white space as part of the totality of typographic expression.
- e. develop skill with Adobe Illustrator Type and Pathfinder Tools.

a. Unity Through Contrast

This part of your project will emphasize contrasting visual characteristics of two letterforms. Carefully consider form-to-counterform interaction to achieve a cohesive sign. **Using the process below complete five different design demonstrating unity through contrast. Each design will be graded.**

Process:

1. Set up one Illustrator document by following the demonstration in class. Use one document with layers and sublayers for your assignment. The layers are: one layer titled mask, one layer titled Contrast and one layer titled Repetition. The Contrast and Repetition layers will have sublayers. Each sublayer will have a different design on it.
2. Review the following fonts and select two that have strongly contrasting visual characteristics.
 - Adobe Caslon Pro
 - Baskerville

- Bodoni
- Garamond Std or Adobe Garamond Pro
- Gill Sans Std (do not use outline or shadowed)
- Helvetica Neue Std
- Futura Std
- Myriad Pro
- Rockwell Std
- Univers
- Zapfino

3. Make an 8 ½" x 11" document in Illustrator.

Make a Mask:

4. Draw a white rectangle much larger than the page size.
5. Draw a 5" square in the center of your page. **Do not put a black line around your square.**
6. Using the Pathfinder subtract the small square from the large white rectangle. Lock this compound shape so that you cannot move it.

Choose your letters:

7. If you have not already done so add a sublayer to your Contrast layer and title it Contrast 1.
8. Choose one letter from each font that have contrasting visual characteristics.
9. Develop a design with these two letterforms that show unity through contrast. You may rotate, resize, duplicate and reverse your letters from black to white but you may not stretch or skew your letters.

Keep in mind the following principles of design: unity, balance either symmetrical or asymmetrical, emphasis/focal point, scale/proportion, rhythm, and the relationship of figure/ground.

After you have completed your first design, make a new sublayer, title it Contrast 2 and complete a second design. You may change fonts and letters. **Continue this process until you have completed 5 different designs. You may need to complete many more to have five successful designs. Each of these designs will be graded.**

b. Unity Through Repetition

This part of your project will emphasize the repetition of similar visual characteristics of one or more letterforms. You may use one letter and one font or more than one letter and one font is you wish. **Using the process**

below complete five different design demonstrating unity through contrast. Each design will be graded.

Repeat the process you used for a. Unity Through Contrast.

Type > Create Outlines

Before submitting your project for grading please duplicate all of your layers. Keep a copy of your original type layers. On the duplicate layers select your letters and then Type > Create Outlines.

Grading Sheet

The criteria for evaluation will be how successful you were in completing this assignment. Please refer to the posted grading sheet to see specifically how your work will be graded. Projects will only be graded once.

Submission Details:

1. Please submit your project in the Instructor Dropbox **one week after** the critique.
2. You must include a duplicated series of layers with type converted to outline. You must include the original editable type layers.

Deadline:

Please refer to the schedule for deadlines.

Late Projects:

1. Projects that are not shown at the critique will receive a ten-point reduction.
2. Projects may be revised after the critique and submitted one week after the deadline. Projects will only be graded once.