

## ART 141 Typography

# Project 3: Letter & Meaning

The following designs “are formalistic exercises in seeing letterforms infinite possibilities as communication vehicles.”

*Visual Literacy, Designing with Type* by Judith and Richard Wilde.

### Objectives:

This assignment will explore the use of letterforms to convey meaning. You will create one typographic design to exemplify the meaning of a word. Your word will be assigned in class.

*Textbook reference: Chapter 6 The Typographic Message*

The objectives are to:

- a. explore letterforms as a vehicle for conveying a concept.
- b. develop a discerning eye for the subtlety of typographic forms and the creative potential within these forms.
- c. develop skill with Adobe Illustrator shapes, the Appearances panel and Gradient tool.

### Considerations and Limitations:

- **DO NOT SPELL OUT A WORD.** The solution to the problem needs to convey the concept of the meaning of the word without spelling out a word.
- **DO NOT ILLUSTRATE** an object or a landscape with type.
- Do not cut, distort or stretch the letterforms.
- **You may use only one font family for your entire series.**
- Use as many different letters, numbers and special characters from within one typeface as you want.
- You may use bold and italic.
- Elements may go off the edge of the design. This is called a bleed.
- You may use transparency, gradation, cast shadows, inner glow and other non-distorting effects. You may not use distorting effects such as “scribble”.
- You may add minimal shape, line or texture to emphasize the concept if it *significantly* improves the design.
- Do not add shape until you have completed your design. Shape needs to support your design and not be a dominant element.

- 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.

### Process:

1. Make a 8 ½" x 11" document in Illustrator.
2. Please name your document for example: Smith\_Congestion, Smith\_ Floating etc.
3. Your designs may be horizontal or vertical.
4. Review the following fonts and select a font for your assigned word. Think about the visual characteristic of the font and the meaning of your word.
  - 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

*Make a "mask" using the Pathfinder Palette*

5. Draw a white rectangle much larger than the page size.
6. Draw a 6 1/2" x 9" shape in the center of your page. **Do not put a black line around your shape.**
7. In Illustrator use the Pathfinder subtract the small shape from the large white rectangle. Lock this compound shape so that you cannot move it.

*Layout and Design:*

1. Create a minimum of three black and white designs.
2. Choose your best design type FINAL on the layer. This will indicate which black and white design will be graded.
3. Duplicate your final black and white and move it to your Color layer.
4. Continue to duplicate your final black and white design and complete a series of color studies to explore value and color. Translate your design into color while maintaining the same value as the black and white design.
5. All black and white and color designs will count toward initiative on the grading sheet.

## **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.