 ART 141 Typography

Project 5: Directions Poster

"Typographic legibility is a widely misunderstood and often neglected by designer. Yet it is a subject that requires careful study and constant evaluation. Legibility is achieved by controlling the qualities and attributes inherent in typography that make type readable. These attributes make it possible for a reader to comprehend typographic forms with the least amount of difficulty."

Textbook reference: Chapter 3 Legibility

"Typographic clarity comes in two flavors: legibility and readability. What's the difference? Legibility is a function of typeface design. It's an informal measure of how easy it is to distinguish one letter from another in a particular typeface. Readability, on the other hand, is dependent upon how the typeface is used. Readability is about typography. It is a gauge of how easily words, phrases and blocks of copy can be read."

http://www.fonts.com/AboutFonts/Articles/Typography/Legibility.htm

"In the strictest sense, legible typography is a means of communicating information objectively. However, typographic designers sometimes bend the traditional criterion of legibility for expressive purposes. Designers, with their instinctive curiosity, have experimented with typography, playing with forms, imposing new meaning, and changing the standards of typographic communication. Innovative typography always poses fresh questions, challenges edicts of the past, and redefines the concepts of legibility and functionality."

Textbook reference: Chapter 3 Legibility – page 50

Objectives:

This assignment will explore the use of typography for expressive purposes. You will create a typographic poster using directions from one location to another or a personal sense of direction as your subject matter. **Your design must represent a concept and not just be a wandering path from one location to another.**

Textbook reference: Chapter 11 Typographic Design Education – page 209

The objectives are to:
   a. explore and expressively communicate information through the use of typography.
   b. gain finesse with grids, implied line and shape to create visual structure.
   c. explore typographic space to amplify and expand content, context, and meaning.

Considerations and Limitations:

- When choosing your typeface, consider the type of information in relationship to the resonance or feeling of the typeface.
- You may use only one font family for your design.
- You may not alter, cut, skew or stretch the letterforms.
- Your designs may bleed.
- Your design must be in color.
- You may include line, shape, transparency, cast shadows and texture but **type must be dominant**.
- 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. Review the following fonts and select <u>one</u> for your assignment.
   - Adobe Caslon Pro (do not use Open Face)
   - Adobe Garamond Pro
   - Bauer Bodoni Std
   - Bodoni Std
   - Futura Std
   - Garamond LT Std
   - Gill Sans Std (do not use outline or shadowed)
   - Helvetica Neue LT Std
   - Myriad Pro
   - Rockwell Std
   - Univers LT Std
2. Make an 11" x 17" document in Illustrator.
3. Make a mask as you have done before so that your working area is 10" x 16".
4. Determine the primary text that will serve as the focal point.
5. Align this text in a grouping to create a focal point.
6. Draw guidelines as needed to create a grid based on the focal point.

7. Complete a minimum of two black and white designs to develop your concept. The final black and white design will be graded and the second counts toward initiative.
8. Select your strongest black and white solution, duplicate the layer and complete a minimum of three color studies.
9. Name your layers and organize your Illustrator document.

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.
Your grading sheet includes

Submission Details:

1. Please submit your project on to GoogleDrive minimum of one hour **before** the critique. Your work needs to be downloaded before the critique to my hard drive.

Deadline:

Your completed project is due at the beginning of the last scheduled class period on December 9. A final critique will be held using Zoom.

NOTE: This is the last day to turn in the final project. Projects that are not shown at the critique will not be accepted without a written medical excuse.