ART 141 Typography

Project 6: Typographic Synthesis

Objectives:

This purpose of this assignment is to synthesize or combine what you have learned from the class this semester. Using a grid based on a font you will create the front and back of a poster that demonstrates visual hierarchy, legibility, expression and clear and effective information design. It is important that your typography is easy to read.

Textbook reference: Chapter 3 Legibility
"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."

The content for the poster is the historical classification of type, the anatomy of type and the history of your selected font and font designer.

The objectives are to:
   a. gain finesse with grids, implied line and shape to create visual structure.
   b. explore the relationship between a typeface and semantic content.
   c. explore typography to expressively communicate clear concepts.
   d. explore the use of typography that creates a visual impact through elaboration and ornamentation.
   e. explore typographic space to amplify and expand content, context, and meaning.
   f. explore typographic lines as a vehicle for conveying a concept.
   g. explore paragraph text to create visual texture and value.
   h. develop a discerning eye for the use of visual hierarchy to dramatically convey a concept.
   i. explore the use of the surrounding white space as part of the totality of typographic expression.

 "A grid is a skeletal framework used by designers to organize information within a spatial field. When used effectively, typographic grids provide form and space with proportional harmony and aesthetic beauty. The final result is clearer and more accessible communication."

Textbook reference: Chapter 4 The Typographic Grid

Considerations and Limitations:

- You must use the font you are given. If the font is not on your computer you will be given another font.
- When developing your grid consider the shape of the type in relationship to your grid.
- You must use a grid.
- **If you choose to use a large letter as part of your design it must have a clear relationship to the font such as a "G" for Garamond.**
- You must use **ALL** the copy provided for the project.
- You must research information about your font and write two to four paragraphs about the font. Your paragraphs will be included as part of your poster design in addition to the copy provided.
- You must diagram a minimum of four letters and include information about x height, capline, etc., and as many parts of your letterforms as possible.
- You must include definitions for your terms.
- You may omit terms not represented in your font for example "swash" or "spur".
- You may not alter, cut, skew or stretch the letterforms.
- Your designs may bleed.
- You must submit a black and white design as well as a final color design.
- You may not use photographs.
- 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. Using a pencil on paper, develop a series of simple grids using the varying thickness of your font as a guide.
2. Choose one or more of your grids and sketch the copy for your poster. Choose the most successful.
3. Make two 11" x 17" documents in Illustrator and with a ½" mask for an image area of 10" x 16".
4. Add guidelines to your document that represents your chosen pencil grid.
5. Complete your designs using as many layers and colors as needed.
6. Name your layers and organize your Illustrator document.

7. Use Paragraph Styles for all items that repeat such as the paragraphs on the front, the subheads, the anatomy terms and the definitions.
8. Once you have completed your black and white version **save** your document with a new name including the word "color". **This will allow you to edit the Paragraph Styles without impacting your black and white version**.

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 on my hard drive **before** the critique. You will submit two documents: one will be your black and white design; the second is your color design. Both need to have type converted to outlines.

Deadline:

Your completed project is due at the beginning of the last scheduled class period.

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.