

Project 1**Letterform**Project**Letters** as Shape

Using three letterforms, the same three in each of the six panels, and a single dot, create a composition demonstrating positive/negative relationships with a limited range of a dark, middle and light gray values

Objectives

- ⇒ Learn to use the design process to explore and evaluate alternative solutions
- ⇒ Strive to achieve variety thru placement, overlap and cropping.
- ⇒ Use letterforms as modular components in creating an abstract design.
- ⇒ Identify the parts of a letterform.
- ⇒ Design a unified and varied pattern within a modular system.

Use the typefaces Myriad Pro, Helvetica, Futura, Gill Sans or Omni, no script or decorative typefaces. And, even though I know not a single student would ever consider adding a stroke or outline to your typefaces, please don't! You may crop, slice, block, or overlap letters. Do not use drop shadows or horizontal/vertical scaling (distortion). Consider the entire space of the square. This project is in two parts.

PART 1:

SIZE: 4"square, full bleed.

QUANTITY: Six different designs, three letterforms per design.

FONTS: Use only Myriad Pro, Helvetica, Futura, Gill Sans or Omni, Baskerville, Garamond, Century Schoolbook, Goudy Old Style. no script or decorative typefaces.

COLOR: Grayscale: Use a light(NOT WHITE), middle and dark gray or black, but no white.

REQUIREMENT: One letterform must be a capital (uppercase) letter. You may include a dot as a graphic element.

PRESENTATION: Six 4 inch squares mounted on black presentation board, 2 columns, 3 rows, 1/2 inch space between images. Board size: 11.5" x 16"

**PART 2:**

Following instructor feedback from PART 1– Create a nine-unit grid from any combination of your smaller 4" units.

PRESENTATION: Mount your nine-unit grid (12" x 12") on a 15" x 15" black presentation board.

Between classes: Forward digital files as email attachments or see me during my office hours to okay sketches.

Next class: Preliminary critique: Computer roughs

Final critique: Make refinements to your design in relation to feedback from class.

