

Typography

5 PROJECT FIVE

Ambiguity/Clarity, Chaos/Order - Select a word or phrase from the attached list of idioms and find images, graphics and type that best expresses that idiom.

Use effects such as distortion, blurring, motion, layering, repetition and perspective. This assignment is a two-dimensional design project on steroids. Deconstruct your type design to create an abstract or chaotic design while maintaining the identity of your word.

Objectives

- ⇒ Communicate a visual message through typography and design.
- ⇒ Explore the use of size, color, value, shape, structure and texture.
- ⇒ Make use of basic design principles to create a visually engaging design.
- ⇒ Find the balance between the abstract and the recognizable.
- ⇒ Use color to express the emotion of your design.
- ⇒ Use a microcomputer to generate final design.

QUANTITY: 3 different poster/3 different idioms
SIZE: 11" x 14" portrait or landscape orientation.
COLOR: Full color/full bleed.
ROUGHS: Three variations
PRESENTATION: Black board, 14" x 17"





Charles Smith

A:
and then some
at the eleventh hour

B:
beat around the bush
beat one's brains out
bent out of shape
blabbermouth
the bottom line
burn the midnight oil
by the skin of one's teeth

C:
call it a day
can't make heads or tails of it
change one's mind

D:
do a bang-up job
down in the dumps
drag one's feet

E:
Easy does it!
elbow grease

F:
far-fetched
feel blue

G:
get on one's nerves
get one's wires crossed
get out of hand
get up and go
go with the flow

H:
hit the books
hit the sack

I:
in over one's head
inside out
in the black
in the red

J:
jump all over someone
jump the gun
jump to conclusion

K:
keep in touch
a know-it-all
know something inside out

L:
leave well enough alone
Live and let live.
lose track of
a low blow

M:
make a mountain out of a mole hill

can't make heads or tails of it
make up one's mind

N:
Not on your life!
now and then

O:
on the dot
once in a while

P:
pay the piper
pulled an all-nighter

Q:
a quick study

R:
rain or shine
read someone's mind
rub someone the wrong way

S:
schmooze
sooner or later
shoot the breeze
state of the art
stay in touch
Step on it!

T:
take it easy
tell a white lie
tight-fisted
a tightwad

U:
under the weather
until hell freezes over
until you're blue in the face
up-to-date

W:
wet behind the ears
wishy-washy