

Fall 2013

## PROJECT ONE

### Letterforms

Investigate and analyze the structure and subtle nuances of various letterforms within a specific typeface to better understand how letterforms are drawn. Incorporate the structural elements, such as, counters, bowls, spines, apexes and terminals into one of the options listed below for this project.

#### The following project addresses these course goals;

- Understand and identify the nuances of type anatomy and letterform structure.
- Understand, remember and connect the history of visual communication and how we arrived at our present alphabetic symbols, compare your typeface choices to historically significant designers work and connect the historical origins of the terminology used in this course to contemporary usage of those terms.
- Use the principles of positive/negative space, rhythm, texture, and composition in manipulating letterforms as design elements.
- Communicate visual concepts using critical thinking skills through the creation of typographic artworks using sound design principles, diligently follow design processes and participate in the formal critique assessment process.

#### OPTION ONE:

Using two letterforms, parts of a letterform, or two letterforms and a punctuation mark, create a composition demonstrating strong positive/negative relationships. Consider the entire space of the square.



**SIZE:** 6" wide by 6" deep

#### → Version 1: 2 letterforms

- One color, black on white artwork.

#### → Version 2: 2 letterforms

- You can crop, bleed or rotate.
- Grayscale, no white, no black. Use light gray, middle gray and dark gray.

#### → Version 3: 2 letterforms plus a punctuation mark

- You can crop, bleed or rotate.
- 2 colors plus tints

#### OPTION TWO:

Using three letterforms and a punctuation mark, create three different compositions demonstrating strong positive/negative relationships. Consider the entire space of the square.



**SIZE:** Three 4" squares, full bleed.

**COLOR:** Grayscale

**QUANTITY:** Create 3 different 4"x4" designs then repeat them 3x to create a total of nine squares making a 12"x12" composition.

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



