

Select five words of your choice and express the meaning of the word typographically. In five separate compositions, arrange each word to express its meaning (one word per composition). The composition is 5 x 5 inches. You may vary the size, spacing, placement, and orientation of the letters. You may execute your project by tracing letters, cutting and pasting photocopied letters, using a computer, or any combination of these methods.

Use typefaces from the Class Font Booklet available through www.designnote.org. You may repeat, omit, slice, block, or overlap words or letters. Do not use drop shadows or horizontal/vertical scaling (distortion) without instructor approval and a good reason for doing it!. Avoid outlined type and illustration effects. Consider the entire space of the square.

Next week: Preliminary critique of computer roughs.

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

Presentation: Mount your final printouts on 9 x 9 inch black board.

Color: Black, grayscale and/or one color if it adds to the concept solution.

Due Date: See Designnote.org

part two:

Select your most successful design and create an interactive version using Flash. Instructor will provide tutorials on Flash throughout semester. This will be due on the next to last class day.

printing tip:

crop marks

Crop marks allow you to easily trim a document to its custom size.

In InDesign, select Marks & Bleeds>Crop Marks in the PDF export dialog box.

In Quark, select "Registration-centered" in the Print dialog box.

When you are cutting, be sure not to slice off crop marks while you still need them. Make each cut just beyond each corner, leaving the "frame" of paper intact until you have made all your cuts.



fold