

MAT 135 :: Graphic Design 1 :: Principles

PROJECT 5 :: TYPOGRAPHY :: Font and message

THE PROJECT: Type is a medium; like television, art or music, typography can express emotion, create impact, and suggest immediacy or subtlety. Choice of fonts, as they relate to the message, can either enhance or hinder this communication. In project five, you will explore and learn the subtle, and not-so-subtle, relationship between font and message.

Requirements

SPECIFIC REQUIREMENTS:

Part One

- Review Proximity, Alignment, Repetition, and Contrast in Non-Designer's Design Book also read chapters 4, 5, and 6.
- If you have the Deluxe edition of the book then read Designing with Type, chapters 9, 10, and 11.
- Use supplied text for the layout content.
- Use the project 05 layout template, there is a download link on the class Web site.
- Create four black and white layout and design studies, which only use one font and one point size. Explore case options while you experiment with letter, word, and line space. Use fonts within the typeface to create expression, drama, and meaning. Use only vertical and horizontal text layout.
- Create four black and white layout and design studies, which use all of the above components. However, this time vary point size of the type elements and incorporate type at diagonals.
- Four gray scale layout and design studies, which use all of the above components and add overlap, variation of opacity, and type on a curve.
- Four color layout and design studies, which use all of the previous criteria and add texture and/or image.

Part Two

- Format the design layout to 8.5 by 11 inches
- Select your favorite overall design from each of the three groups (one from each group of four studies).
- Using elements from each design, create a final composite design solution.

Design Process

This project is about exploring the relationship between font choice and message impact. You will explore various font format/style choices as they relate to a given message. The goal of this project is to explore and discover ideal font choices that help a given message contain as much impact as possible.

Archive Files to the Server

Save each file as a native Illustrator document. Initial layout studies should go in a sub-folder labeled studies and the final version should go in a folder labeled final. You should organize all files within a "Project 05" folder inside your *student* folder.

Final Presentation

Print the final following the project template and presentation requirements. We will review the presentation requirements in class. Be prepared to present your work in class.

Evaluation

This project is worth 140 Points toward your final grade. The following criteria are the means for evaluation:

- Meeting Deadline requirements > 20 points
- Meeting project component requirements > 20 points
- Intuition/Creativity > 20 points
- Depth of Exploration > 20 points
- Type/Design > 40 points
- Presentation/Craftsmanship aesthetics > 20 points