

P04

01 APRIL

TYPOGRAPHY CUBE



project overview

You have now worked on tweaking type and morphing it into graphical elements as well as finding ways to incorporate readable text into a cohesive composition using only the typeface chosen. You hopefully have started to see how each individual glyph is developed, what makes each glyph unique in our alphabet but more importantly the similarities in different letters. How the minuscule o dictates the curves and stroke on the other letters for instance. This project will now expand your overall awareness of the uniqueness from glyph to glyph within a particular typeface but also the subtle differences from typeface to typeface.

This project is to create a 5 x 5 x 5 type specimen block paying homage to one particular typographer and one of his/her typeface while also utilizing styles from that face. Each panel will be developed using the typeface you choose only. You must look at all of the glyphs, find a unique letterform that makes this particular face unique and emphasize that character on one side. You must show have one side that showcases all of the letters, both caps and minuscules. You must have a side that is dedicated to the bio of the typographer.

Once you have your typeface, you **MAY NOT** change it. The typeface you choose must be copy text, not display or script or only having one case to use. Ideally it should have different weights if possible.

With this project, you are allowed to use images and color should be limited. Please remember what you have done with the past three assignments and not forgetting what type can do for the overall composition.

You are to include readable text set at 9 point and cover a minimum of one third of the overall surface of your cube. Think about how this will affect your design and overall flow of the piece. Think about the issues this will cause in the interaction of the cube and not having a clear start and finish to your design. This is not a linear design such as a magazine.

I am interested in seeing your solutions for this assignment first, then once a plan is in place, following the rules you have set as groundwork - implementing a well balanced design. Sketches first showing your ideas, thoughts and direction. Once you have a fully developed solution as to how the block is going to work, then bring those ideas into the computer.

project requirements

- develop a type specimen cube with dimensions of 5 x 5 x 5
- 1/3 of the surface will be readable text set at 9 points which you will develop **provide sources*
- you must use primarily type in your layouts
- you may use color but limited
- textures and simple shapes are allowed think about how a glyph can be enlarged and cropped to create a unique space
- the final will be submitted as a printed piece with cube constructed. the design will be printed on quality paper and properly glued to the constructed cube.

gained knowledge

- learn about a specific typeface and typographer
- see a typeface uniqueness on a glyph by glyph basis
- see how the unique glyphs are strung together and learn to utilize a larger glyph to create negative space
- better understanding of paragraph format and balance
- see how a three dimensional piece is interacted with and how as a designer, you lose control of this interaction
- look at design as a non-linear tool for dictating information
- learn that the end presentation is as if nor more important than the actual design and work in creating the piece

questions to ask

- overall look and feel of the designed cube itself.
- how effective does the block portray the typeface itself?
- is there enough information about the typeface or typographer?
- text in paragraph form? how clear and easy is the text to read?
- how creative does this designed cube showcase the uniqueness of the typeface?
- how well does the design flow from side to side? are the sides themselves balanced individually?
- the creativeness and effort put into this cube compared to the other cubes?

grading criteria



the uniqueness and aesthetic appeal of the overall cube as a whole



how the information flows from side to side and how the uniqueness of the glyphs are portrayed across the design



craftsmanship and presentation



following the project specs, did you show all of the information that was required

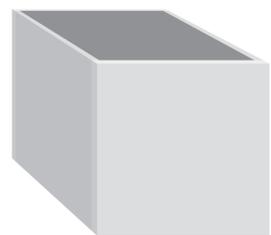


participation & research/process of the project did you include enough information about the typeface and typeographer

schedule for project 04

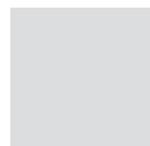
- 01 04** **Project Four Start** | We will look at what a type specimen consists of while looking at previous designs. Today's class will be spent researching typefaces and typographers. Be sure to choose a typeface with adequate information to make certain you have enough information to work from. One third of the design is "roughly" 1000 words. Today is about researching and conceptualizing, **no actual design should be worked on during class.**
- brain storm ideas while looking at type specimen poster designs - no computer designing
- 04 04** **class 02 of 06** | Begin by dropping all of your text into your layout of the six sides. Look at how you can develop individual sides while allowing the design to flow from one side to the next.
- create your document in illustrator
 - drop all of your text into the document
- 08 04** **class 03 of 06** | Work on bringing your concepts into the computer and work the flow from panel to panel. Think about how best to break up the information on each panel while showcasing the typeface.
- remember the reason for this cube design, what purpose
 - remember there is no beginning, or end, or top or bottom - you can not control how a person interacts with your cube
- 11 04** **class 04 of 06** | At this point all six panels should be in some stage of development.
- one side of the cube must showcase each of the glyphs, both caps and minuscules
 - at the end of class, export and print a miniature version of your cube - regardless of how far you are in the design
- 15 04** **class 05 of 06** | Begin finalizing individual sides while stepping back and making sure the overall flow is working.
- look at your miniature mock up and tweak the flow of the cube
- 18 04** **class 06 of 06** | Come to class with a full size printed prototype ready for a class crit. We will be setting all the designs out for display then breaking down into smaller groups for student feedback.
- you must arrive with your cube ready for crit - there will be no class time for printing and piecing together the cube
- 22 04** **Projects Are Due** - Printed and uploaded to the google drive
- upload your document to the google drive as a pdf and hand in a perfectly constructed cube

creating your five inch cube

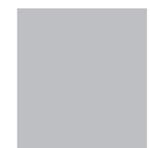


shades show the different unique sizes needed as well as the foam board thickness

this calculation will be different for each student



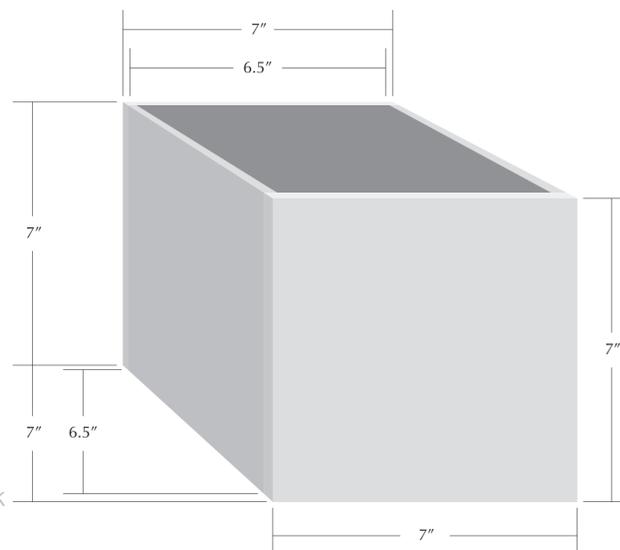
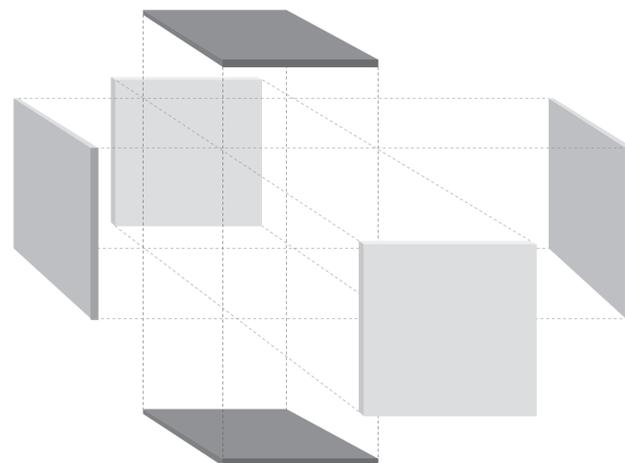
you will have two 5" x 5" sides



you will have two (5" - width of foam board) x 5" sides



you will have two (5" - width of foam board) x (5" - width of foam board) sides



showing example measurements if the foam board is .25" thick

printing your panels and applying them to your cube

print each panel separate and make sure you have your crop marks and a bleed with your design



like so



this is incorrect



on two opposite sides of your designs, you will fold at the trim marks and cut to your bleeds

this will wrap on the sides of the cube to cover the edges of the foam board



on two opposite sides next to the ones above, you will fold one of the two edges while cutting off your bleeds on the other two edges



now the last two panels will be cut right down to 5 x 5 using all of the trim marks

use double sided tape or rubber cement to apply the cut panels to the cube itself