

P01

25 JANUARY

GLYPH MANIPULATION



project overview

This project will familiarize yourself in how type can be used. Type is an important element in every design, often the most important. The size, weight and style you choose can make your design work or fail. But type can be used in other ways besides being seen as a block of text. Letters and lines of text can be used as design elements that are taken out of a readable format. Still legible and read as type but no longer in a sentence form or paragraph reading.

In this project we will begin to break apart each individual glyph [these are what individual letters are referred to] and see how far we can tweak each letter form before they no longer become the glyph they once were. Some ideas you develop will benefit from a sans face. Some will become a stronger finished piece utilizing a serif. Some might need to start as all caps, some may need to begin as all minuscule [lowercase glyphs]. Don't type out your word in Myriad or Times and just start working. Think about your ideas and look at potential typefaces that may work. It will be perfectly acceptable, actually expected to start with a typeface and realize once a direction is being executed, another face would serve the design stronger. Go back and recreate using another face.

The project is to create five designs, each having its own theme yet all tying into one another through a common element/feel. Not a series per se but a common direction. Think of this upfront when choosing your words. The direction a particular word could find it's finished piece very different from the other four which would stand apart. You will want to make sure all five finished designs work together. No images may be used and no color - not even gray scale. These cards will be strictly black and white.

You will find the definition for each word. Each will have its own composition and will be designed in a way that a person viewing these designs after can see the word being portrayed as the definition suggests. For example, if you had the word small or tiny, the text of the word could be tweaked in a way that showed the word being dominated by its definition or sentence.

The final trim size will be 7" x 7". Keep in mind that all five should be unique yet seen as a set of cards. You will print the designs on heavy stock. Not copy paper. You will also submit your finished pieces as a single PDF.

mood board creation

For this project, you will create a mood board that will be updated throughout the design process. Create a letter size file that can easily be printed and placed into your sketch book with the following:

LIST OF TYPEFACES FOR EACH WORD

LIST OF TYPEFACES FOR EACH DEFINITION THAT WILL COMPLIMENT EACH WORD

WHETHER THE DESIGN WILL BE BLACK PRINTED ON WHITE OR WHITE PRINTED WITH A BLACK BACKGROUND

In your sketch book, you will then have written or sketched your ideas for each word. Remember that each word must have at least three uniquely different ideas/directions that can portray the word.

As you create designs, print them out on plain copy paper, trim down to size and place in your sketchbook.

gained knowledge

- build on your knowledge of illustrator and learn the basic tools of the program
 - pen tool proper use, minimal anchor points
 - layers naming & organization of files
 - outlining fonts
 - the direct selection tool
 - rotating and proper scaling of text
 - adjusting art boards
 - changing color modes & creating swatches
 - utilizing the color slider to customize colors
 - adjusting leading, tracking & baseline
 - fill & stroke on shapes
 - pathfinder tool
 - align palette
 - text fill clipping paths
 - typing on a path or fill
 - setting up preferences scale strokes & effects
- you will be more familiar with the intricacies around individual glyphs and look at each glyph as an art form rather than a readable letter
- you will know what characteristics a serif and sans face has over the other and why one is a stronger choice than the other
- you will be able to balance a small composition with limited elements and learn to tell a story with a design to a viewer using only the design itself
- you will also complete this project using only black and white
- you will have learned about paper weights and how to properly set up a document with bleeds and trim marks

*move with force, speed, and sudden loud noise
collide violently with an obstacle or another moving object*

Crash

project requirements

- manipulate the word to take on the characteristics of the word itself
 - 5 complete designs
- use a complimentary typeface for the sentence or definition to balance the composition
- final 7 x 7 designs will be printed on card or cover stock and trimmed to size
 - [please find this paper stock now to avoid missing the deadline]
- must use trim marks and if you intend to have bleeds, then you must carrying the elements to the bleed line
- final prints must be 7 x 7 and printed on card or cover stock paper
- upload to google drive in the correct folder named as: **lastname-p01-final.pdf**
 - [all five designs must be in one pdf]

schedule for project 01

grading criteria



the design and aesthetic appeal of each word



the presentation of the final print designs



creativity of all five word designs



following the project specs



participation & research/process of the project

24 01

Project One Start | We will begin by looking at illustrator and the tools that will be required for this project.

work on choosing your five words and begin thinking how the word can mimic the definition

start thinking how you will break it down and manipulate the glyphs **in your sketch book**

You will be asked to work multiple type treatments for each of the five words [minimum of 3 for each word].

prepare to explain your ideas for each of the five words next class showing a mood board set to letter size - printed

28 01

Class 02 of 06 | Continue working on your words. Some ideas may work better than others and some just can not be replicated to portray the essence. Think about how these will be seen after. As with everything you design, you can not stand next to each and every designed piece explaining your reasons. Your direction and execution must be obvious to the viewer.

look at other typefaces that compliment the face you are working with

keep the word manipulation straight black and white - no gray scale

31 01

Class 03 of 06 | Continue to work on tweaking the words.

continue to work out solutions to morph your glyphs

begin to bring in the definition or sentence to balance the composition

04 02

Class 04 of 06 | Step back from your designs and continue working on the words.

sometimes an idea just is not clicking and the solution is to back track and choose a different typeface

07 02

Class 05 of 06 | Continue to work on the words and bring in the line of text to balance the design.

start to solidify the designs of the words

start to complete the overall 7 x 7 composition with the word and line of text

11 02

Class 06 of 06 | Class Crit

come to class with your designs printed and trimmed

reflect on the feedback from your classmates - remember the sponge and brick metaphor

14 02

Projects Are Due - Printed, Trimmed and PDF Uploaded to the google Drive

upload your document to the google drive as pdfs

combine your separate pdfs into one

be sure to include the correct print files showing bleeds and trim marks

When handing in your projects, you must submit the pieces within the parameters you were asked. 6.75" x 6.75" is not 7" x 7" nor will sloppy edges be allowed. Your project will be handed back to you for not following directions and be docked as a late. Please pay attention to the small details as often the most noticeable.