TERRIBLE TYPEFACE

ART 3313

FALL 2023

START: 08.21.23

END: 08.23.23

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MINI-PROJECT 01 / TERRIBLE TYPEFACE (?)

PROJECT DESCRIPTION

We are going to make some pretty terrible typefaces this week. This project has two primary goals:

1.   Put your computer away to explore (typo)graphic form with alternative methods.

2.   Get your computer back out and turn the mess you made into a functioning typeface.

Using the available materials in the classroom, create the following characters:

ABCDEFGHIJKLMNOPQRSTUVWXYZ .!? (and 1 wild card)

Work quickly! Don't stop to overthink the fine details. Our objective is to explore form, texture, method, system, and process. We will work first in the analog, and explore digital documentation of our findings after the fact.

DISCLAIMER: This is NOT a proper way to make a typeface. The goal of this project is to intentionally misuse our tools as designers and focus on the process. It is important to approach typography with care and extreme detail when necessary, which is most all of the time.

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PROJECT BREAKDOWN

STEP 01:   CONSIDER / GATHER MATERIALS
            Using any tool except your computer (paint, col
            lage, alternative printing methods, natural ele
            ments, etc, create a series of typographic experi
            ments on 8.5" x 11" paper until you have created
            the following characters:

            ABCDEFGHIJKLMNOPQRSTUVWXYZ.!? (and 1 wild card)

            These experiments can be in any color or form,
            but eventually will be scanned or photographed
            and modified into black .svg files, so keep that
            in mind (or ignore it, but ignore it
            intentionally).

STEP 02:   DISCUSS / OBSERVE OUTPUTS AS A CLASS
            COVER THE WALLS! It is hard to observe your work
            and experiments when looking at them right in
            front of your on the table. Pin em' up, step
            back, and digest. What do you see? What do you
            see that you didn't see when you were making? Is
            there a pattern, intentional or otherwise? Etc.

STEP 03:   DOCUMENTATION / TYPEFACE PREP (HOMEWORK)
            Create an Illustrator file with the following:

            · RGB Color Scheme (web)
            · 31 art-boards at 350px x 350px each.

            Photograph or scan your best experiments, which
            should be a total of 31 (A-Z.!? and a wild card).

            Using Photoshop, edit each character until they
            are as close to pure black and white as you can
            get them. We will be converting them to Bitmaps
            and exporting them as TIFF files to bring them
            in to our Illustrator file.

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STEP 04:   MAKE A TERRIBLE TYPEFACE
            Open source tools are cool. Although there are
            many professional tools for type design, they can
            also be expensive. Since our goal is just to play
            and experiment, we are going the lo-fi route.

            Download Font Forge:
            https://fontforge.org/en-US/

            Font Forge is nice because it is free, but
            intuitive is not a word I would use to describe
            it... Be patient, explore, look up tutorials, and
            pay attention when we walk through the process
            in class.

            After exporting each of your character art-boards
            from Illustrator as .svg files, import them into
            their respective slots in the Font Forge software.
            Import your wild card into all the empty spaces,
            no matter what the characters should be.

            Export your font as a .ttf file. Make sure to
            name the font and put your info in the metadata.

            *I can't stress enough how important some
            tutorial and Google "how-to" searches will be for
            this software.

Viola! You now have a working (although probably terrible)
typeface that you can share and work with.

SUBMIT YOUR FINAL EXPORTED TYPEFACES TO THE CANVAS ASSIGNMENT.

TIMELINE

08.21.23 - PROJECT START
            *presentation of analog outputs
08.23.23 - PROJECT END
            *presentation and exchange of final fonts