

PROCESS PDF + ARE.NA/TUMBLR

Focus: Process and File Organization

Due: Monday, December 10 at the beginning of class

Practicing designers are always looking for ways to improve and develop their process—the path they take to reach a complete solution. The design process is as valuable as the final product. The projects in this course have a specific series of tasks assigned to them, all of which will help you produce the best possible outcomes.

- You will practice research and writing when applicable to the project.
- You will exhibit an articulation of the problems assigned.
- You will develop ideas across time and take risks.
- You will exercise your ability to communicate ideas and research in visual form.
- You will strive to make improvements across the semester and throughout projects.
- You will create a process PDF that is organized, shows requested materials and follows directions.

STEP ONE

Keep your notes, sketches and files organized and in a shared location. Label and organize everything. Use a folder or a sketch book to record your analog work and keep accurate and up-to-date files of your digital work. Practice saving versions of your files rather than saving over them.

STEP TWO

Before the middle of the semester, you will be given an InDesign template which you will need to populate with the pieces of process indicated in the list below. The template will be formatted to reflect the following:

First half of the semester

- Project 1: Letterform Cropping
 - 5 type sheets with crops marked*
 - 6 cropping studies on computer
 - 3 final compositions
- Project 2: 27th Letterform
 - 40 thumbnail sketches*
 - 5 sets as drawn sketches*
 - 2 sets on the computer
 - 1 final set shown together
 - 1 set shown in the alphabet
- Project 3: Expressive Words
 - 20 sketches (10 of each word at 3x3)*
 - 12 computer comps (6 of each word)
 - 6 refined computer compositions (3 of each word, image in 3 of the compositions)
 - 2 final compositions
- Workshops
 - Fill in the Blank; Fluid Type; Type Gymnastics; Collab Alphabet; Drawing From Memory; Four Long Lines

Second half of the semester

- Project 4: Gallery Postcards
 - 3 final postcards with crops and bleeds

- Project 5: Typeface Posters
 - written portion with bibliography
 - identified characteristics on sheet*
 - 20 sketches (10 of each poster)*
 - 2 sets of posters
 - 1 final set of posters
 - 1 final set of posters with grid showing
- Project 6: Biographical Booklet
 - 30 sketches*
 - 3 grid sketches*
 - spread of grid from InDesign
 - final spreads of guide
 - final spreads of guide with grid showing
- Workshops
 - Mountains; Conceptual Type; Type Gymnastics 2; Asemic Writings; Scrap Letterforms

**Indicates work that you will have to scan in*

ARE.NA/TUMBLR

Each student is responsible for maintaining their own personalized Are.na or Tumblr (NOT Pinterest!). Students should collect images, texts, sounds, etc. that they find even remotely interesting. Items collected do not have to be related to design, typography, or art—they should be anything that catches your eye, irks you, makes you ask questions, allows you to answer questions, aesthetically is good or bad, goofy or serious, et cetera. Post at least one item a day for the entire semester (take your own photos or recordings too!), totaling ~80–100 posts by the end of the semester. This Are.na/Tumblr is complementary to your Process PDF that must be submitted at the end of the semester for 25% of your Process grade.

During Thanksgiving break, begin to write a 400 word essay about the relationships and themes you've found within your Are.na/Tumblr. How do you plan to further investigate these findings?

FINAL DELIVERABLES

- Email me a link to your Are.na/Tumblr and a PDF of your finished essay.
- One PDF that shows your process for all of the projects you participated in throughout the semester.

Specifications

The final size will be 11x8.5 and will include several pages. You will turn in this PDF twice, once at midterms and then at the end of the semester.

Name your file

FirstnameLastname_TypeProcess_Fall2018.pdf