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AMERICAN UNIVERSITY DESIGN

GDES–210 Typography 1: Visual Language

Project 1: Typography as text and image

Choose 6 words from the English dictionary, avoiding articles, prepositions, pronouns and proper names of places, people, etc. Create 6 panels, each 6" square, each of them using the arrangement of a word to show reinforcement or twist of its meaning. Keep in mind that your solutions should feel typographic rather than illustrational; the letters should not be altered to the point where they become drawings or representations of the word, nor should they be arranged to "draw" figures.

Prior to creating the final compositions on the computer, you will sketch out by hand multiple possibilities for each of the 6 chosen words or for more than 6 words, so that you may narrow down your choices. Start by doing hand thumbnail sketches on 2"x2"- squares drawn on paper, so that you may fit 6 sketchesper each 8.5"x11". You should develop a minimum of 50 sketches, each suffiently different conceptually or visually from the rest. These sketches will be handed in along with the final.

You must use a single typeface for all six panels, either Helvetica regular or Adobe Garamond Regular. You may vary the size, spacing, placement, and orientation of the letters. You may repeat, omit, slice, block, or overlap words or letters. Do not use drop shadows or horizontal/vertical scaling (distortion). Consider the entire space of the square and the importance of composition and the negative space. You will use Illustrator or InDesign for the final execution. Photoshop is not suited for any typographic work.

You will deliver the project in two formats:
a) One PDF file with each of the compositions. The file will be delivered trough Blackboard.

Name the PDF file using the following convention:
Lastname_Firstname_pr1.pdf

b) Your final compositions should be 6" x 6" and mounted on a 15" x 20" superblack matt board and flapped with tracing paper. Side margins will be 1.25", top and bottom margins and row spacing will be 0.5". Craft must be impeccable.