

typography and information design AR 230

PROJECT SIX: POP! TYPEFACE POSTER

DESCRIPTION

Create a design illustrating the information about your specific typeface. Include the name of the typeface, the designer (and/or the type foundry), the date it was designed (and/or redesigned). Include all members of the type family (all stroke and weight variances.) Show everything you think is important to the typeface (this may vary from concept to concept).

CHOOSE

- 1/ a typeface
- 2/ a contemporary designer

RESEARCH

- Research the designer and his/her work/style.
- Research the typeface and its history, its designer, its concept.

COMBINE

It is your job to create a connection between the typeface and the designer.

You are to do some research on your typeface. Write a one-page informational essay about the typeface and its origin. Hand this in to me the day of the critique. (typed, of course, with proper typographic rules, etc.)

The purpose of this poster is to show how a contemporary designer (you!) can approach a classic typeface. You are choosing a contemporary designer to establish a style. Think about how this designer might approach this problem and bring to life YOUR ideas alongside the master.

Make this poster about expressing something dynamic, fresh, and interesting about the typeface!

You should be able to speak intelligently about 1/ your contemporary designer; 2/ your typeface; 3/ your concept. You will be graded not only on process, design, creativity, execution, but also on your knowledge!

SPECS

Size: 18" x 24" (use the large-format printer)

You may use images and color.

MOUNT your project on 22" x 28" black or dark grey matte board.

TYPEFACES

Akzidenz Grotesk
Helvetica
Univers
Franklin Gothic
Frutiger

Bodoni
Didot
Caslon
Garamond
Gill Sans

Jenson
Sabon
Bembo
Futura
Clarendon

Baskerville
Granjon
News Gothic

DESIGNERS

Jonathan Barnbrook
Peter Saville
Stefan Sagmeister
Paula Scher
Milton Glaser

David Carson
James Victore
Mirko Ilic
Steven Heller
Saul Bass

Wolfgang Weingart
Lawrence Weiner
Paul Rand

DUE DATES

1/ Monday, April 20 – Formal Concept Presentation

You will present your concept on-screen to both Anne Dutlinger and myself. (scan in your sketches from your sketch book or do whatever you need to do to present.) Be clear. Be creative. You will have 10 minutes to present.

Show & Talk about your process and about the CONCEPT you have CREATED.

2/ Wednesday, April 29 – On-Screen Critique

Make a PDF of your work to show for the working critique.

3/ Monday, May 4 – Final Project Due at Final Critique Session

Mounted, for critique.