

typography and information design AR 230

PROJECT FIVE: VISUAL QUOTES

DESCRIPTION

You are to find 3 quotes from anything happening currently in the news. (Politics, Arts and Culture, various issues, etc. – anything except Sports.) You are to visually express each of these three quotes using only type. Your 3 individual panels should work as a series—tie all three together as one piece. You decide how that will happen—but it all needs to happen with TYPE. Make sure your concept is saying something smart—something interesting—avoid the trite, useless and uninteresting.

SPECS

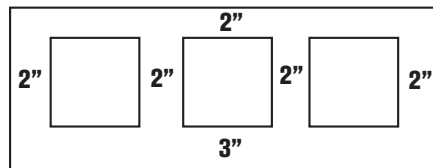
You may only use typefaces from the following sets (in Extensis Suitcase):

Sans Serif, Serif, Slab Serif, Serif with expert or OSF, Script (engraved), Medieval, Post Modern, and Classical/Monumental

InDesign document 10" x 10" for each piece.

You may use color and/or black and white. No images. Just type.

Matte each of your three pieces on a 38" x 15" piece of black or dark grey matte board in a row.



Create (3) 3" x 5" specs sheets (which you will spray mount to the back of your matte board behind each of the three panels) listing the following info:

Your name (necessary only once)

The entire quote, telling me who said it; when & where they said it.

YOUR CONCEPT.

The typeface(s) you used.

thumbnails

to be done in sketchbooks / **due: Monday, March 30** – Individual meetings. Have quotes and concepts hashed out for that meeting.

due

on-screen working crit: Monday, April 6

matted, for final critique / due: Monday, April 14 (hand in photocopies of your thumbnails with your final project.)