

Art 3205

Winter Quarter 2011
T/Th 2:00–4:20pm

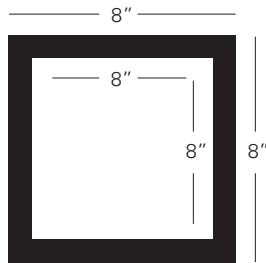
Applied Typography

Professor: Andrea Leksen Harrison
Email: aharriso@spu.edu
Office Hours: Tuesdays & Thursdays, 10:30am– 1:45pm

PROJECT ONE Axial System

Typefaces

Helvetica
Meta
Myriad Pro
News Gothic
Thesis
Trade Gothic
Univers



10" x 10" Black Presentation Board

Assignment Overview

Throughout the course we will work with a series of poems and create a typographic anthology. Our first project will focus on the Axial System of typographic organization. The axial system is one of the simplest typographic systems. All elements are organized to the left or right of a single axis.

Deliverables

You will create an 8" x 8" composition that utilizes a specific poem. Your final project will be mounted on a 10" x 10" black illustration board. In addition, you will also export a PDF of your final work to show in class.

Process

Part One: Reading Elam pages 5–33.

Part Two: Sketches Before getting on the computer, start each exercise with a series of thumbnail sketches. This will help give you focus and direction when you start working with the software. Bring at least five sketches to show in class.

Part Three: Computer Comps Computer comps are the design explorations you will make on the computer after you've completed the sketching phase. Bring at least three comps to class, printed out at full scale.

Part Three: Final version Final mounted work and PDF. Please email your PDF to me prior to class.

Variables

Composition can use black, white and one additional color.

Composition can use non-objective elements such as line and shape.

Composition can use tones and transparency.

Composition can use one sans serif font from the list to the left.

Composition can use one type size and weight.

Assignment Objective

To introduce the use of the Axial system as an organizational device.

To create a dynamic composition with text.

To sensitize the student to the formal qualities of letterforms and typefaces.

To reinforce the connection between content and visual form.

Required Text

The Road Not Taken
by Robert Frost

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference.

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PROJECT TIPS**Working with Poetry**

The following questions might be helpful as you start to generate ideas:

What themes does the poem address?

What is the mood of the poem?

What is the setting (time and place) of the poem?

What visuals come to mind as you read the poem?

What sounds and smells come to mind as you read the poem?

What colors/shapes/textures come to mind as you read the poem?

What are the key words and phrases that stand out?

Composition Review

The following questions may help you as you develop your designs:

Does the composition have contrast?

What is the overall relationship between light and dark?

Where is the main focal point?

Is the eye directed around the page?

Are there different kinds of interactions at the edges of the composition?

Also, carefully consider typographic nuance such as placement, line breaks, leading, word and letter spacing.