

Art 3205

Winter Quarter 2011
T/Th 2:00–4:20pm

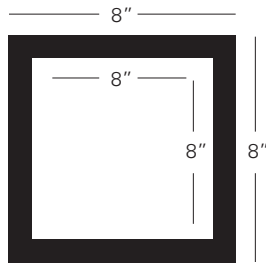
Applied Typography

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PROJECT TWO Radial System

Typefaces

Helvetica
Meta
Myriad Pro
News Gothic
Thesis
Trade Gothic
Univers



10" x 10" Black Presentation Board

Assignment Overview

In the Radial system all elements are organized to extend from a central point of focus. Examples include rays of the sun, fireworks, spokes in a wheel etc. The compositions are dynamic, as the eye is drawn to the focal point of the radial composition. The point can be implied or depicted.

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

Reading Assignment: Elam pages 35–51.

Part One: 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 Two: Computer Comps Computer comps are the design explorations you will make on the computer after you've completed the sketch 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.

Composition can use one type size and two weights.

Required Text

Why I Wake Early
by Mary Oliver

Hello, sun in my face.
Hello, you who made the morning
and spread it over the fields
and into the faces of the tulips
and the nodding morning glories,
and into the windows of, even, the
miserable and the crotchety

best preacher that ever was,
dear star, that just happens
to be where you are in the universe
to keep us from ever-darkness,
to ease us with warm touching,
to hold us in the great hands of light —
good morning, good morning, good morning.

Watch, now, how I start the day
in happiness, in kindness.