

Art 3205

Winter Quarter 2011
T/Th 2:00–4:20pm

Applied Typography

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PROJECT THREE Dilatational System

Assignment Overview

In a Dilatational system circles dilate or expand from a central point. Examples of this system include the iris of an eye, the waves created when a pebble is dropped in the water and sound waves. The compositions are dynamic, as the eye along the arc of the circle or is drawn to a focal point at the center of the circle. The simplest forms of the dilatational system are circles that expand in regular or rhythmical increments from the center. Variations of this system can include dilations that are tangent, non-concentric and multiple dilations.

Focus on hierarchy through experimentation with type and visuals, legibility, contrast and connection of poem text and visuals.

Deliverables

You will create an 8" x 8" composition that utilizes a specific poem.

Process

Reading Assignment: Elam pages 53–69.

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 | Bring in one 8"x8" color print-out to class for a final critique.

Variables

Composition can use black, white and one additional color.

Composition can use non-objective elements such as lines and shapes.

Composition can use tones and transparency.

Composition can use one sans serif font.

Composition can use one various type sizes and weights.

Required Text

I Wandered Lonely as a Cloud
by William Wordsworth

I wandered lonely as a cloud
That floats on high o'er vales and hills,
When all at once I saw a crowd,
A host, of golden daffodils;
Beside the lake, beneath the trees,
Fluttering and dancing in the breeze.

Continuous as the stars that shine
And twinkle on the milky way,
They stretched in never-ending line
Along the margin of a bay:
Ten thousand saw I at a glance,
Tossing their heads in sprightly dance.

The waves beside them danced, but they
Out-did the sparkling leaves in glee;
A poet could not be but gay,
In such a jocund company!
I gazed—and gazed—but little thought
What wealth the show to me had brought:

For oft, when on my couch I lie
In vacant or in pensive mood,
They flash upon that inward eye
Which is the bliss of solitude;
And then my heart with pleasure fills,
And dances with the daffodils.

Typefaces

Helvetica
Meta
Myriad Pro
News Gothic
Thesis
Trade Gothic
Univers