

## Art 3205

Winter Quarter 2011  
T/Th 2:00–4:20pm

## Applied Typography

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### PROJECT FOUR Random System

#### Assignment Overview

Our fourth course project will focus on the Random System of typographic organization. As an additional design consideration for this project, students must incorporate a sense of space through layering, photography experiments, etc. A random system consists of elements that are arranged without definite aim, pattern, direction, rule, method or purpose, but it is deceptively simple because the viewer imposes organization on compositions even when it is unintentional.

Optional: To bring a unifying structure to your composition, you may use the **Axial** or **Grid** System in combination with the Random System.

#### Deliverables

You will create an 8" x 10" composition that uses a poem of your choice. Any poem written since Visit [www.poets.org](http://www.poets.org) for an excellent online resource.

#### Process

**Reading Assignment:** Elam pages 72–85.

**Part One: Experimentation** For this project you will want to experiment with transparencies, projection, cut-and-paste and other methods that will lead to unexpected visualizations. Bring at least 15 studies to 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 3 comps to class, printed out at full scale.

**Part Three: Final version** Color print-out, cropped to 8"x10"

#### Variables

Compositions can use black and white only.

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

Compositions can use tones, overlap and transparency.

Compositions can use variable type styles, sizes and weights.

Compositions can incorporate photography (original images only).

Compositions must incorporate **dimension** and **space** through layering, photographed type etc.

The design should reflect the mood and theme of your poem.

The poem must be legible and readable within the composition.

#### Objectives of the Assignment

To give the student an opportunity to create a dynamic composition with text.

To sensitize the student to the relationship between type and image.

To reinforce the connection between content and visual form.

To foster new ways of seeing and new ways of visualizing ideas.

#### Required Text

*Choose your own poem!*