Art 3205

Applied Typography

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**PROJECT SIX
Transitional System**

Assignment Overview

Transitional organization is an informal system of layered and shifted banding. There are not interrelationships along an axis or edge alignments, and elements move freely left and right. This is a far more casual system than the grid system in that strict interrelationship through edge alignment is not desirable. The lines of type are free-flowing and the textures they create assist in ordering the message.

Deliverables

You will create an 5″ x 7″ invitation (horizontal or vertical) for *Art Bash: A Benefit Auction,* using the Transitional System as your typographic structure.

Typefaces
Helvetica
Meta
Myriad Pro
News Gothic
Thesis
Trade Gothic
Univers

Process

Reading Assignment: Elam pages 105– 119.

Part One: Sketches Bring at least 20 sketches to show in class.

Part Two: Computer Comps Bring at least 3 comps to class, printed out at full scale.

Part Three: Final version Final color print-out, cropped to size.

Variables

Composition can use 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 various type sizes and weights.

Compositions can incorporate illustration and/or photography (original images only).

Required Text

Art Bash: A Benefit Auction

"When Art and Advertising Collide"

September 16, 2011
6pm

The Baltic Room
1207 Pine Street, Seattle

Ticket sales and proceeds from the auction will help provide scholarships to minority students in need of assistance as they pursue degrees in advertising-related fields.