Art 3205

Applied Typography

Winter Quarter 2011
T/Th 2:00–4:20pm

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Office Hours: Tuesdays & Thursdays, 10:30am–1:45pm
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**PROJECT SEVEN
Modular System**

Assignment Overview

The modular system is dependent on standardized nonobjective elements or units that act as a ground to hold and contain text. Examples of the modular system include building blocks, storage containers, ad component systems. Modules can be as simple as a hairline square or rectangle or more complex geometric shapes such as circles, ellipses, etc. The idea is to standardize the unit on which the typography rests and then compose the message with the modules.

Deliverables

You will create an 10″ x 16″ poster for Bumbershoot, Seattle's Music & Arts Festival, using the Modular System as the structure for your composition.

Process

Reading Assignment: Elam pages 121–137.

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 in color at full scale.

Part Three: Final version Final print-out of your digital work.

Variables

Composition can use full 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).

Typefaces
Helvetica
Meta
Myriad Pro
News Gothic
Thesis
Trade Gothic
Univers

Required Text
Bumbershoot
Seattle's Music & Arts Festival
September 3, 2011
at Seattle Center
Tickets: $22

11am	Museum of Glass Mobile Hot Shop
12pm	Pecha Kucha
1pm	Caspar Babypants
2pm	Theatresports
3pm	Brent Amaker & The Rodeo
4pm	Atlas Sound
5pm	Circus Una Motorcycle Thrill Show
6pm	BJ: A Musical Romp
7pm	The Decemberists
8pm	NANDA
9pm	Bob Dylan
10pm	The Raveonettes