

Art 3205

Winter Quarter 2011
T/Th 2:00–4:20pm

Applied Typography

Professor: Andrea Leksen Harrison
Email: aharriso@spu.edu
Office Hours: Tuesdays & Thursdays, 10:30am– 1:45pm
art3205.blogspot.com

PROJECT EIGHT Bilateral System

Sans Serif Typefaces

Helvetica
Meta
Myriad Pro
News Gothic
Thesis
Trade Gothic
Univers

Serif Typefaces

Monotype Baskerville
Bembo
Bauer Bodoni
Adobe Caslon
Century
Adobe Garamond Pro
Goudy
Hoefler Text
Janson
Palatino

Assignment Overview

The bilateral system is the most symmetrical of the visual organization systems. It consists of a single axis with lines of text centered on the axis. Examples of the bilateral system include the human body, leaves, and many animals and man-made objects. The bilateral system is the most challenging compositionally. This is due to the inherent symmetry that makes these compositions predictable and potentially uninteresting.

Deliverables

You will create an 4" x 10" composition using the bilateral system as the structure for typesetting the menu text on page 2.

Process

Reading Assignment Elam pages 121–137.

Part One: Sketches Bring in at least 25 sketches to show in class.

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

Part Three: Final version Bring in 1 final color print-out, cropped to final size.

Variables

Composition can use black, white and color.

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

Composition can use tones and transparency.

Composition can use one or two fonts from the list on the left. If you would like to, you may choose one display font in combination with one of the fonts listed.

Composition can use various type sizes and weights.

Compositions can incorporate original illustration.

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PROJECT EIGHT**Required Text***Menu*

Golden Beetle

Appetizer

Sheep's Milk Cheese 4

Oxbow Farm Carrot Soup – duqqa spice blend, crouton, cream 7

Wood Fired Flat Bread Pizza - goat confit, muhammara, fraga farm goat cheese 11

Full Circle Farm Spinach Pies - bloomsdale spinach, feta, sumac 8

Turkey Shawarma- heart of romaine, yogurt mousse, pickled onion 12

Entree

St. Jude's Albacore Tuna* – grilled cucumber, red tarator sauce, nut rice pilaf 22

Skagit River Chicken Pie – wild mushroom, phyllo, ras al-hanout 22

Lamb Tagine – green olive, cauliflower, cous cous 27

Wood Fire Baked Fava Bean Stew - tomato, fried egg, kale 20

Dessert

Semolina Cake – mint, preserved grapefruit, brown sugar 8

Spiced Donuts – acacia honey, cardamom, cinnamon 8

Theo's Chocolate Milk Pudding - fresh breeze milk, orange water, milk chocolate 8

Chef/Owner Maria Hines

Chef de Cuisine Forrest Brunton

Sous Chefs Corina Johnson and Larkin Young

*Consuming raw or undercooked foods may increase your risk of food borne illness.
Please note that there is no organic certification for "wild" foods.