



m05 : TypeFace

Typface |t'ip,fās|

The specific design of an alphabet's characters including upper and lowercase letters, numerals, symbols, alternate characters, and punctuation in all available sizes.



McKinney, T.



Vang, Y.

overview

Applying Gestalt principles students will create a self portrait while focusing on abstracting the placement of type in a single layout to create their image. Pay close attention to positive space (letterform) and the negative space (counter space) and how you utilize the existing shapes to help illustrate your portrait. Student's are limited to one typeface (see choices below to left), and the letters of their own name.

focus

Students will focus on creating illusionary space, visual direction and rhythm while using optical weight. Pay close attention to the letterform and how you utilize its shape to help illustrate your portrait.

process

- » Refine exploration to 3 PENCIL roughs prior to digital version, multiple directions (different ideas/ concepts and typefaces) using your letterforms.
- » Pencil roughs can be drawn on tracing paper and will measure 4"x4" each.

specifications

The layout will be designed digitally using Adobe Illustrator. Overall composition is important, pay attention to how and where you place the shapes (letterforms).

Requirements for the layout:

- » The student is limited to one typeface, and the letters of their own name.
For example: *David Overstreet* would comprise the letters and then *Bodoni Italic* could be the face.
- » Include your name and the typeface chosen on the assignment label.
- » Strive to create readable letterforms, positive use of negative space, and varying proportions.
- » Avoid areas of heavy concentration, which creates areas of value, that do not utilize the form of the existing letter successfully.
- » No numerals are allowed and students may not use more than three parentheses.
- » Frame your square with a black hairline (.25 pt/hairline). Visually balance your portrait inside the square while creating a dynamic composition.
- » Students will demonstrate media literacy with the required construction and output of their digital files.

You can manually alter the proportion (any size) and position (rotated baseline) of individual letterforms as necessary. You can NOT skew, distort, cut or pillage your letterforms and typeface in any way. Make sure you activate and utilize the entire space. Be sure to use negative space; negative space is not negative. Consciously use the overall shapes (whole form) of the individual letterforms, including the counter spaces. Remember to avoid stacking letterforms of equal or unequal proportion to create line. Use the entire letterform at different (multiple) proportions; show that you understand how the form creates overall shape and line without literally connecting all letterforms. Use limited concentration.

Please see assignment evaluation sheet, on the next page, for the specific process for grading.

size & color

Final will be one page 8"w x 8"h. The black matte (border) around your 8 x 8" portrait will be 1.5" on the top, left and right; the bottom will have a border of 1.75". Black and White only.

Please use a high quality paper so the matte board color does not show through and dull the crisp white of your paper and the contrast of your letterforms.

All parts need to be included for presentation, including tracing paper cover and name tag and digital files.

- » Distorted type and Pixelated images will automatically drop one letter grade (10%)

suggestions

It is a good idea to use an existing picture underneath your illustration as a guide. Set your picture to approximately 30% opacity and lock it in place.

Try to find inspiration in the student examples online and the following links, which can also be found on the class page.

- » **Bembo's Zoo**, <http://www.bemboszoo.com/Bembo.swf>

NOTE: This assignment, specifications, gallery and its accompanying weekly schedule are subject to change according to the pedagogical objectives of the class as determined by the instructor.

Bodoni, Helvetica,
Times Roman,
Century,
and Futura.

-Massimo Vignelli

due date:

Name:

Class **M · T · W · R · F** ampm



m05 : TypeFace evaluation sheet

grade scale & percent 30 pts / 100%

>A	A-	B+	B	B-	C+	C	C-	D+	D	D-	<F
96%	90	87	84	80	77	74	70	67	64	60	<59%

					concept / content 10% / 3 pts
2.9	2.5	2.2	1.9	1.8	Creativity: (Overall success) Overall level of expression / feeling / mood created by student. Visually created illusionary space and use of letterforms at varying proportions.
					effectiveness of communication 25% / 7.5 pts
2.9	2.5	2.2	1.9	1.8	10% / 3 pts = Critique: Verbal participation in classmates evaluation and presentation of individual's work, articulate use of vocabulary. Comments show understanding and comprehension of given problem and solution.
4.3	3.8	3.3	2.9	2.7	15% / 4.5 pts = Visual Communication: Appropriate visual solutions for given problem Students successfully communicated idea (concept) with their visual solutions for the project. Positive use of negative space (ground), and varying proportions. <i>Avoided areas of heavy concentration which create value or a fill and stacking letterforms that create a real line.</i>
					visuals / imagery 40% / 12 pts (10% / 3 pts each)
2.9	2.5	2.2	1.9	1.8	Aesthetics: Quality and complexity of images created by student for the project.
2.9	2.5	2.2	1.9	1.8	Hierarchy: Appropriate and successful application of visual sequence; focal point...1, 2, 3. Letterforms are readable, identifying <i>language</i> is secondary to image as a whole.
2.9	2.5	2.2	1.9	1.8	Typography: Appropriate and successful understanding of application of type; use the overall shapes (whole form) of the individual letterforms, including the counter spaces.
2.9	2.5	2.2	1.9	1.8	Composition: Successful use of Principles & Elements of Design; visual relationship of all parts as a <i>whole</i> . Dynamic placement within the frame. Successful use of Gestalt Principles ; whole is greater than the individual parts.
					technical / digital literacy 15% / 4.5 pts
4.3	3.8	3.3	2.9	2.7	Media Literacy: Students will demonstrate the required construction and output of their digital files. Shows understanding and quality of process; correct output and processes. This is specific to each medium and/or program used. Logical, appropriate and clear organization of layers, folders, digital file. This includes digital craftsmanship.
					minimum requirements / specifications 10% / 3 pts
+3	<input type="checkbox"/>	+1.5	<input type="checkbox"/>		Physical & Craft: correct print size, number of colors, cover sheet, name tag, mounting requirements, etc. This includes and is not limited to NAMING YOUR DIGITAL FILE CORRECTLY.
		-3	<input type="checkbox"/>		Pixelated images: -10%
		-3	<input type="checkbox"/>		Distorted type: -10%
		-3	<input type="checkbox"/>		Late: -10% (Excused)
		-7.5	<input type="checkbox"/>		Late: -25% (Unexcused)
			<input type="checkbox"/>		Incomplete; does not meet minimum requirements

Letter Grade	Definition
A	Student work demonstrates consistently excellent scholastic performance; thorough comprehension; ability to correlate the material with other ideas, to communicate and to deal effectively with course concepts and new material; exceptional reliability in attendance and attention to assignments.
B	Student work demonstrates superior scholastic performance overall, above average knowledge of subject matter, and attention to assignments; may demonstrate excellence but be less consistent than the work of an A student.
C	Student work demonstrates satisfactory performance overall, as well as reliable knowledge of subject matter, and attention to assignments. All minimum assignment requirements have been met by the student.
D	Student work demonstrates minimal, barely passing performance and comprehension overall; limited knowledge of subject matter.
F	Student work demonstrates unsatisfactory performance and comprehension or unfulfilled requirements. The grade is failing. (Often times this student will miss many class sessions.)