

Projects *100 XP each*

Typography Journal

Over the course of the semester, collect samples of unconventional type out **in the wild**. You can use original photographs, or print outs of photographs, cut-outs from magazines, newspapers, packaging or found scraps of paper on the street, just **NO print outs of stuff found online**. Each sample should be a **two-inch** square. Arrange your entries in a grid (2 columns, 4 rows per page) with a simple description of where you found it **along with why you think it's interesting written next to the entry**.

Complete **at least 4 pages** by end of semester.

Goal: *appreciate various typeforms in various contexts.*

Grading criteria: *Variety of typefaces (50). At least 4 pages completed (30). Captions (20).*

Presentation: *Any book format.*

Project 1: Ransom Note

Using found letters from various print sources, create a ransom note with your list of demands for the release of your chosen celebrity. The design of the note must reflect some aspect of the persona of the celebrity in a creative way. The text of the note should include at least one of each typeface on the list of requirements.

Goal: *start looking at typeforms as shapes not just letters.*

Grading criteria: *Layout creativity (50). Relevance to the celebrity (50).*

Presentation: *8" square paper mounted on a black thick card stock or foam core.*

Project 2: Research Project of Destiny

Research the life and work of any typeface designer and present to the class why you think they're amazing in under 5 minutes. Feel free to use visual aids. Also, turn in a riveting one page summary of your presentation with bibliography

Goal: *Practice research and presentation skills. Learn about the people behind the typefaces.*

Grading criteria: *How well you kept the class' attention for the whole 5 minutes (20). Evident research quality (60). Writing skills (20).*

Presentation: *In-class presentation, 1-page summary*

Project 3: Character Type

Using only glyphs (letters, numbers & punctuation marks) assemble the elements to create a face, human figure, animal or any other living creature.

Goal: Use letter forms as shapes with personality of their own not just symbols.

Grading criteria: Creative use of typeface characters (80). Presentation neatness (10).

Critique at least 2 others (10).

Presentation: 8" square paper mounted on a firm black paper stock.

Project 4: Say it Like You Mean it

Using only typographic characters, depict 3 English words in such a way that they connote the meaning of the words.

Goal: Show how expressive type and its arrangement can be.

Grading crit: At least 30 sketches, 10 for each word (10). Creativity in using type to express meaning (65).

Difficulty of word choice (10). File named correctly (5). Critique at least 2 others (10).

Presentation: Any size pdf, naming convention: *firstname_lastname_project05_SILYMI.pdf*.

Project 5: Logo Designs of Courage

Create 3 different type-only logo designs for your assigned classmate. Each logo should reflect a single different aspect of your subject: 1 should reflect their personality, 1 their heritage and 1 their hobby or interests. You should have good reasons for your typeface and arrangement decisions.

Goal: Learn to express with typefaces. Explore font combinations.

Grading crit: At least 30 sketches (10). Appropriate typeface choices (30). Design (30). Use of color (15). File

named correctly (5). Critique at least 2 others (10).

Presentation: A single three-page pdf, naming convention: *firstname_lastname_project06_logo.pdf*.

Project 6: Wear Your Words

Pick a funny or poignant type-related statement and create a typographic T-shirt design depicting it. The class will vote and the winner gets their shirt printed.

Goal: Playing with the arrangement of words to enhance their aesthetic and meaning.

Grading crit: At least 10 layout sketches (10). Composition quality & creativity (30). Use of color (15). Creative use of typography to enhance the meaning (30). File named correctly (5). Critique at least 2 others (10).

Presentation: 8"x10" portrait pdf, naming convention: *firstname_lastname_project07_Tshirt.pdf*.