

PROJECT 3

Many graphic designers have started exploring traditional methods of production and printing as part of the DIY movement. The DIY (Design-It-Yourself) movement focuses on getting back to basics and creating by hand. While the computer is an important tool, the ability to create mock-ups and other items by hand is also important for your success in graphic design. In this project, we will explore one traditional printing method, Linocut or block printing, to create a letterform.

Linocut is a printmaking technique, a variant of woodcut in which a sheet of linoleum (sometimes mounted on a wooden block) is used for the relief surface. A design is cut into the linoleum surface with a sharp knife, V-shaped chisel or gouge, with the raised (uncarved) areas representing a reversal (mirror image) of the parts to show printed. The linoleum sheet is inked with a roller (called a brayer), and then impressed onto paper or fabric. The actual printing can be done by hand or with a press. This is one of the original forms printing before the printers we use today.

For this project, you will want to select a letter to work with. You can pick any letter in the alphabet. You will then begin creating a design for the letter. It could involve making a new font for the letter or it could involve some type of picture featuring the letter. It is up to you and your creativity to come up with something. You should use what we learned in the typography unit to create your letterform.



INSTRUCTIONS

1. Begin by deciding what letter you want to create. The letter does not need to be your initials. You can choose any letter in the alphabet.
2. Begin sketching ideas for your letter. Your goal is not to just recreate an existing font. You can use them as reference, but I recommend using fonts that interest you as reference. Continue refining your design. You should make use of all the design principles we have talked about in class. You may want to play with the positive and negative space.
3. After finalizing your design, you will need to reverse the design before carving it on the block. If created digitally, I can show you how to flip the image in the software. If done by hand, you will need to scan the image and then flip.
4. Print out the reversed design. Use transfer paper to trace the design onto the block. Begin carving the block. We will do a demo in class. When you think you are done, you can do a test print to see how it will print.
5. After finalizing your block, you need to make at least one print of the block. We will be printing and then critiquing the letters. Final print will be on an 8" x 10" piece of paper. Students may make prints where they combine letters to make words. This is not required, but feel free to experiment.

SUBMISSION GUIDELINES

You need to carve a block of your design after completing it. You will then use the block to make prints. You need to submit one of the prints to me in order to receive a grade. The block is yours to keep and should not be turned in to me. Make sure to put a label on the back of the print with all required information as specified in the syllabus.



DUE DATES

A printed copy of the project should be submitted in class on April 20. We will print the projects in class that day. Block should be carved before coming to class. Then, we will critique the projects in class.

QUESTIONS

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Office Hours:

Varies, but I will be available on campus Mon, Tues, Wed, and Thurs.