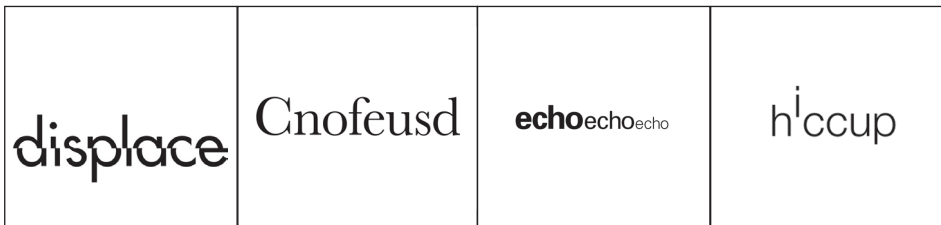


# PROJECT 2

For this project you will explore its expressive of a word by manipulating the letterforms. To achieve the desired effect, avoid simply repeating the words or creating an illustration from the letterforms. The best solutions not only enhance the word's meaning but are clever and aesthetically pleasing. Sometimes an unexpected effect can be achieved when the typographic solution contradicts the meaning of the word, setting "big" with small type, for example. While the typestyle you choose is important to the message, the manipulation of the letterforms should be what conveys the meaning. With this project, you will:

- Typographically enhance the meaning of a word
- Exploring the computer's typesetting potential
- Visually enhance the letterforms to convey the meaning of the word



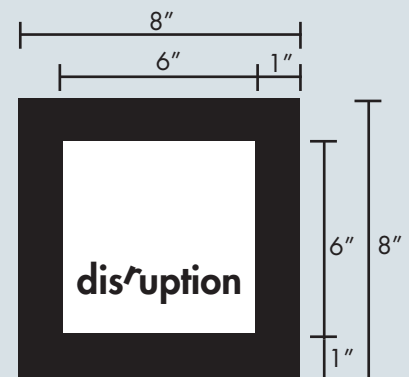
## INSTRUCTIONS

1. Brainstorm and make a list of words that lend themselves to visual representation (adjectives and verbs work the best). Try to move past obvious words like drop that have been done many times for this assignment. Feel free to use a thesaurus or dictionary. You may also want to brainstorm with a classmate.
2. Choose 5 of the words from your brainstorming exercise. Begin to produce at least 10 thumbnails for each word (total of 50 thumbnails), exploring how the position, spacing, size, and style can help the viewer interpret the meaning of the word.
3. Review your sketches with me. Decide on which ones you would like to pursue in digital format. You will need to produce five different final compositions.
4. After you have completed your full sized roughs, recreate your detailed layout using Adobe Illustrator. You should have one file that has five art boards to it. Each art board should be 6" x 6". Keep in mind the following:
  - You may choose from any of the following typeface families, (roman or italic, bold, extended, condensed, light, etc.): Helvetica, Baskerville, Palatino, Futura, Garamond, Mrs Eaves, Copperplate, and Sabon.
  - No distortions or alterations of the letterforms are allowed.
  - You must use all the letters from the word.
  - The letters do not have to stay in order, but the word should still be recognizable.
  - Letters can be either upper or lowercase.
  - Letters are black, with the background white.
5. When completed, print out all art boards with crop marks. Cut all pages to size. Mount each solution individually on black foam core that is cut to 8" x 8". Each solution should have a 1" border around them.
6. Place a label on the back as per the syllabus and a cover. Repeat this for each solution. You should have 5 total projects when finished,

## SUBMISSION GUIDELINES

Project will be presented in mounted form. You will end up with 5 individual solutions to the project. Each solution will be 6" x 6". Each solution should be mounted on a 8" x 8" piece of black foam core. You should mount each solution with a 1" margin all around. Be sure to put a label on the back with all info as specified in the syllabus and a cover to protect it. Remember that craft counts in your final grade.

Digital copies of your files should be uploaded to class shares inside a folder called Project 2.



## DUE DATES

**Thumbnails due by the end of class on January 28.**

**Project should be submitted at the start of class on February 4.** We will critique the projects in class. Please be prepared to participate in the critique and explain your work.

## QUESTIONS

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## Office Hours:

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