

# PROJECT 6

The purpose of this assignment is to explore typography in the environment and in three dimensional applications. Typography doesn't just have to be for purposes of communication. It can also be a creative endeavor. There are also more practical applications for typography in the environment such as for signage and environmental graphics. Typography is not just limited to words on the page.

For the assignment, you will create a three dimensional or environmental typographic project. The project must take some physical form. You cannot just take pictures of existing typography in the environment or take pictures of things that look like letters. The project needs to be created by you. You may use anything in the lab. You can use the 3D room and woodshop. You could also contact the FabLab. If you want to use an area of the building or the campus for your project, please let me know and I can help secure permission. The goal of the project is to explore the possibilities of three dimensional and environmental typography. Your project may be a word, a letter (must be detailed), an alphabet, or a phrase. Some possible ideas for the project might be:

- Anamorphic Typography
- Graffiti, Chalk, etc.
- 3D Letterforms made out of wood, paper mache, etc.
- Knitted letterform
- Letterforms created in the environment using string and other materials

There are no specifics on how to complete the project other than it needs to interact with the environment in some manner. It may be a temporary installation or a more permanent one. However, you must get permission before doing anything that might constitute the destruction of property. You cannot use me and the project as an excuse with the police or the campus. If the item cannot be viewed in class for critique, please document your project using photos and/or video.

## INSTRUCTIONS

1. After being placed into a group (you do have to work in a group), determine the direction you would like your project to go in. Is there a particular project that appealed to you to when reviewing the images in class? What purpose would you like project to serve? What will your project represent or what meaning will be behind the project? What challenges might there be in creating your project? What skills do your group members have that might be helpful? Is there something that inspires the project?
2. Begin creating a plan for construction as well as for who will do what. This may involve sketches, research, etc. You will be required to submit your project plan and research for Exercise 6.
3. Review your plans with me. Please let me know if you will need access to any campus facilities for creating your project.
4. Begin creating your project.
5. Document the project, especially if occurring somewhere off campus and cannot be physically brought in. Even if the project can be brought in, please take photos to document the project. It may also be beneficial to take photos during the process of making your project to show how it was made.
6. Present the project to the class.

## SUBMISSION GUIDELINES

This may depend on your projects. If you have any digital files, you should turn those in on class shares. All sketches and plans should be turned in. You should also document your project in photos and/or video even if you can bring the project to class.

## DUE DATES

**Project should be submitted at the start of class on April 8.**

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.