

# PROJECT 7

The purpose of this assignment is to explore typography and lettering as well as the differences between the two. Typography is the study of setting type. Hand lettering has become a very big trend in typography in recent years. It involves drawing the letterform by hand and then sometimes translating it digitally. Unlike typography, hand lettering may not involve a complete alphabet. It may only involve a single letter. Hand lettering can be seen as custom artwork and can be a little experimental.

For the assignment, you will create a drop cap letterform for your favorite book. This project is inspired by the series of drop cap book covers that Jessica Hische illustrated for Penguin. You'll choose a book you love, then create a cover featuring a flourished letterform in the mood and spirit of your book (so make sure you've read it!). You can choose any single letter that's relevant, such as the author's last name or a major word in the title. Developing and lettering just a single letter will help you practice skills at the heart of lettering and typography. It will also help you develop the skills to distill a large and rich story into one image, something very much at the heart of graphic design.



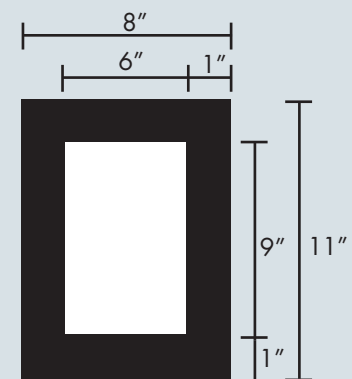
## INSTRUCTIONS

1. Select your book. Choose a book you're reading, one of your favorites, or simply one you have an interest in using to explore your project. You will be more successful if you're excited and interested in the content. It must be a book. Comic books and magna are not acceptable choices. Please see me if you have questions about whether or not the book you would like to use is acceptable.
2. Read or at least skim the book and take notes. Take the time to get a sense for the characters, setting, and plot. Takes lots of notes. Write down the themes found in the book. This is more of a brainstorming phase. Write down everything that comes to mind even if it seems irrelevant. You never know what might be important later. You may also want to check out a synopsis of the book online. This should not be a substitute for your own analysis, but may help inspire some ideas. (This part will be submitted as Exercise 7)
3. Identify a few main concepts to flush out. What are the main ideas you want to represent in your final letterform? You don't need to account for all ideas in your design, but should explore a few different trains of thought.
4. Sketch your ideas. You need to complete 10 detailed sketches of your ideas. Begin to refine and finalize your ideas.
5. Review sketches/concepts with me. We can discuss which one is the most interesting to pursue. After choosing a sketch, you may want to scan it in order to use it to create your digital composition.
6. Begin creating your final composition in Illustrator. The final composition should be 6" x 9". It should include the name of the book, the author, and your letter. The title and the author should be set in a simple font like the examples. All colors should be CMYK. All images should be created by you.
7. Print out your final composition. Mount it on a piece of foam core with a 1" border. Place a label (as specified in the syllabus) on the back.
6. Present the project to the class.

## SUBMISSION GUIDELINES

Project will be presented in mounted form. Your final cover will be 6" x 9". Your project should be mounted on a 8" x 11" 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 7.



## DUE DATES

**Project should be submitted at the start of class on April 22.**

We will critique the projects in class. Please be prepared to participate in the critique and explain your work.

**Portfolio of all work from the semester should be submitted by the end of class on April 22.**

**Individual end of semester reviews will take place April 27 and 29. All extra credit, work redos, and missing work due April 27.**

## QUESTIONS

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## Office Hours:

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