

PROJECT ONE

LETTERPRESS

We will critique these prints hung by 2 bulldog clips from the top.

The purpose of creating letterpress designs is to better understand the notion of “setting type” as different from “typing”. It is also a connection to the historical processes of graphic design. In a culture where AI and digital graphics are the leading approaches to design, working slowly and with hand-operated materials will provide an advantage of experience with alternative creative problem-solving.

Examples to be shown in class.

Students will create three separate finished letterpress prints, each with an edition of at least 3 (1 goes to the professor’s archive). One of the designs will be a phrase in display type (in this case 36pt or larger). The second design will be created from text type (in this case 16pt or smaller) and be a short paragraph. The third design will be type as image and open to the designer’s creative expression within the limitations of letterpress. One of the three must include cuts, framing and ornamentation.

Final prints will be printed on paper provided, chosen by each designer. There is no particular size requirement for the 3 images.