

TYPE SPECIMEN

PROJECT ONE

The purpose of creating a type specimen is to explore visual cues that convey time and place through type, color, layout, and composition. We will also practice type setting and learn about and become familiar with various historical and contemporary typeface designers.

Students will randomly select a typeface designer from a given set of important historical and contemporary designers. The project will begin with a 300 word design journal entry researching the who, when, where, which typeface(s) designed, and where the typefaces have been used (i.e. famous logos, publications, posters, etc). The research journal entry will include an analysis of the typeface designer's work and the period in which they lived. For example, if the typeface was designed in Switzerland in the 1950's, the design movement/style in Switzerland during the 50's should be analyzed, examining the use of color, layout, composition, and other visual cues particular to that era/place.

A mood board will then be created from that research information and 5 thumbnails will be created, exploring various compositional strategies and concepts. Thumbnails will be reviewed in small groups and one concept will be selected to be built in Adobe Illustrator. Drafts of the project will be reviewed individually and as a group.

The final composition should be one of the three Instagram sizes and uploaded on the due date (see class website under "Projects" for specifications).

This project will be printed on 12 x 18 paper and mounted on black matte board with a 1/2" border.

All exercises and iterations must be uploaded to the dropbox at the beginning of each class.

