

TYPEFACE DESIGN

PROJECT TWO

The purpose of this project is to understand the fine details of typeface design. Through creating an upper-case display typeface, students will practice the principles of continuity as it relates to typefaces. Exploring the anatomy of type in this context helps students choose existing typefaces and understand the idea of "voice" for a typeface.

Students will choose a typeface from their past for inspiration - maybe it was a candy bar wrapper, an album owned by their parents, a book cover, or an ice cream shop sign. The typeface will be BASED on this type from the past - students may choose to add or take away serifs, change the weight, width, or slope. Students will start sketching base capitals, diagonal glyphs, and rounded glyphs, then build, iterate, and revise in Adobe Illustrator. This project will be directed towards perfection and intention with the tools in Illustrator. As each letter is designed, it must be brought into context in a word set in the typeface.

The final layout will consider hierarchy, color, layout, and include:

- The complete alphabet
- Numbers
- Punctuation {[]}!?!&.,;,"''
- Name of the typeface
- Phrase set in the typeface

The final composition will be 11 x 17 and 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.

