

Design One Project One

Ambiguity/Letterform Study

Using letterforms, you will create six compositions that will investigate some basic design principles and concepts. They are: Contrast, Rhythm, Dynamic, Balance, Focus, and Line

Process

1. Review the elements and principles of design
 - Each composition will explore a single element/principle from the list above
 - Consider the formal implications of the concepts. Each concept has many variations. For example, there are many types of contrast such as light/dark, big/small, smooth/rough
 - It's the nature of formal abstraction that your solutions will share similarities. The key is to refine the design so that each composition is distinct and unambiguous.
2. Use only letterforms to solve the problem.
 - You are restricted to using only 2 letterforms (glyphs) in a single composition. For example: e and the number 7; or the letters A and m.
 - Choose from A-Z (upper and lower case), the numbers 1-9
 - You are not restricted from using different fonts and are encouraged to explore the type families in the assigned list.
 - Letterforms may be modified but must retain their original character.
3. Research/Project Development
 - Thumbnail sketches. Create quick preliminary sketches to generate ideas and potential solutions to the problem. Do not attempt to illustrate. Sketch out your thoughts and responses to the subject—brainstorm the subject. Don't try to draw out the letters too carefully. Use shapes and shades of gray to block out type. Concentrate on the relationship of the forms to each other and the visual field
 - Choice/Refinement. Choose the most successful thumbnails and refine. Use the computer and work to actual size. Work quickly, experimenting with type, tone, composition. Refine several ideas to narrow down in the next stage.
 - Print out proofs. You must have at least 50 annotated proofs in your workbook
 - Comprehensives. Complete digital comprehensives, experimenting and working towards final. At this point, you are perfecting six final concepts.

Final Presentation

Use both comprehensives and critique as a basis to work up completed project.

- Use Adobe InDesign to create six compositions: Contrast, Rhythm, Dynamic, Balance, Focus, and Line
- Project is black and white only. Grey may be used as it is a variation of white and black but use caution to avoid low contrast compositions
- Do not use any filters, effects, or gradients
- Each final composition will be 5x4"(portrait). Mount all six pieces in a grid, on a single black presentation board with a 1" border between each composition, a 2" along the top and sides of the board and 2.5" along the bottom.
- Work must be covered with a stiff paper cover flap
- Affix computer-generated labels to the back of the board as shown below. Make sure that compositions are mounted in same order as label.

Font List

Choose from the following list of open-type typefaces (most fonts will need to be activated in FEX).

ITC Berkeley Oldstyle	ITC Century	Cronos
Centaur	Clarendon	Bickham Script
Adobe Jenson Pro	Memphis	ITC Cheltenham Handtooled
Bembo	ITC Franklin Gothic	Bernhard Modern
Dante	Neuzeit S	Neuland
Plantin	ITC Avant Garde	OCR-A
Meridien	Avenir	Cooper Black
Bulmer	Legacy Sans	Fette Fraktur
Bauer Bodoni	Syntax	Dom Casual

Schedule

- Sept 7 Syllabus. Introduction of Project One.
Discuss design process, type, sketching
Homework: Research Notes; 50 thumbnail drawings: brainstorm, concept, layout.
Read pages 32–39: *Basics of Composition, Form and Space, Symmetry/Assymetry*
Respond to questions (below) in your workbooks.
- Sept 12 **Due Today:** Chapter Notes for group discussion. Thumbnails. Research/Brainstorming Notes to show instructor
InDesign/Font Explorer Demo.
Homework: Use InDesign to develop concepts. Read pages 10–19: *Basics of Research, Linear Reasoning/Lateral Thinking, Exploratory Drawing, Visualizing Ideas*
- Sept 14 **Due Today:** Chapter Notes for group discussion. Printed proofs of concepts to show to instructor.
Homework: Further develop concepts based on feedback
- Sept 19 **Due Today:** Printed proofs of concepts to show to instructor.
Homework: Prepare full-scale comprehensives of your six compositions for group critique. Trim to size and pin to the wall (in a grid) at the beginning of class.
- Sept 21 **Due Today:** Comprehensives of your six compositions due at beginning of class.
Homework: Create variations of project in response to critique. Variables will refine form, clear up ambiguity, and explore solutions further.
- Sept 26 **Due Today:** Project variations for individual critique.
Presentation Demonstration.
Homework: Prepare final project and workbooks for critique and grading.
- Sept 28 **Due Today:** Project One. Projects mounted and displayed for critique.
Submit workbooks for grading.

Questions pgs. 32–39

- Define Positive vs. Negative Space
- What is the Figure-Ground Relationship?
- What is Gestalt Psychology?
- What is the Rule of Thirds?
- Define Symmetry vs. Asymmetry?

Questions pgs. 10–19

- Define Primary and Secondary Research
- What is the difference between Factual and Visual Research?
- What is the difference between Lateral Thinking and Linear Reasoning?
- What is Brainstorming?
- What are Thumbnails? Why are they important?
- What is a Catalog of Inspiration?

Your Name
Design One
Assignment One

contrast	rhythm	dynamic
balance	focus	line