

## Design I 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
  - Research the Elements and Principles of Design.
  - 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—sketch abstract and intuitive responses first. Don't try to draw out the letters too carefully or be overly concerned with font choice. Use shapes and shades of gray to block out type. Explore 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 (available on lab computers).

ITC Berkeley Oldstyle  
Centaur  
Adobe Jenson Pro  
Bembo  
Dante  
Plantin  
Meridien  
Bulmer  
Bauer Bodoni  
ITC Century

Clarendon  
Memphis  
ITC Franklin Gothic  
Neuzeit S  
ITC Avant Garde  
Avenir  
Legacy Sans  
Syntax  
Cronos  
Bickham Script

ITC Cheltenham Handtooled  
Bernhard Modern  
Neuland  
OCR-A  
Cooper Black  
Fette Fraktur  
Dom Casual

## Schedule

- Sept 6 Syllabus. Introduction of Project One.  
Discuss design process, type, sketching  
**Homework:** Research Notes; 50 thumbnail drawings: brainstorm, concept, layout.
- Sept 11 **Due Today:** Thumbnails. Research/Brainstorming Notes to show instructor  
InDesign/Fonts Demo.  
**Homework:** Use InDesign to develop concepts.
- Sept 13 **Due Today:** Printed proofs of concepts to show to instructor.  
**Homework:** Further develop concepts based on feedback
- Sept 18 **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 20 **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 25 **Due Today:** Project variations for individual critique.  
Presentation Demonstration.  
**Homework:** Prepare final project and workbooks for critique and grading.
- Sept 27 **Due Today:** Project One. Projects mounted and displayed for critique.  
Submit workbooks for grading.

Your Name  
Design One  
Assignment One

contrast	rhythm	dynamic
balance	focus	line