

Typography One Project Two/Part Two

Quotation

In part one, you explored compositional space in a very controlled and orderly manner. For this next stage, you will develop a typographical composition that illustrates an assigned quotation. It is your job to convey your sense of the meaning and importance of the quotation to the viewer through your typographic interpretation.

Create an experimental typographic interpretation of the assigned text by Victor Hugo. Be as creative and dynamic with type as you possibly can. Explore type on the page, feeling free to use all manner of styles, sizes and layering. At this stage, legibility is not the primary concern but do consider that it is text and will be read. You will use your previous research in part one as a guide to your organization.

Process

1. Create one final composition based on your previous compositions.
 - Create a grid based on your favorite solution to compositions A-H.
 - Use this grid to govern your final design for the quotation. Analyze previous compositions carefully, developing a flexible system that appeals to you and works for the theme of the quotation.
2. **Use the same typeface as what you used for compositions A-H.**
 - Explore emphasis, whitespace, color (tint) layering, rotation, scale, etc.
 - Content may be repeated, layered, etc.
 - Quotation should be "readable" in some form within the composition.
 - Do not use any images or graphic elements other than text.
3. Research/Project Development
 - Research. Record your thoughts about the quotation, including meaning, imagery, type choices. Look up the author and any other related information. Establish a foundation for your interpretation.
 - Thumbnail sketches. Use your previous compositions as a basis for the project. Use tracing paper to map out grids, establishing the themes for your exploration. Create quick preliminary sketches to generate ideas and potential solutions to the problem. Don't draw out all the individual letters. Use shapes and shades of gray to block out type. Concentrate on the overall relationship to the type to the space of the page.
 - Choice/Refinement. Create a grid in InDesign. Use the computer and work to actual size. Work quickly, printing out proofs and revising. Use both drawing and digital output at this stage, refining several ideas to narrow down in next stage.
 - Comprehensives. Complete digital comprehensives, experimenting and working towards final. At this point, you are perfecting one final concept.

Final Presentation

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

- Use Adobe InDesign to complete assignments.
- Transfer copy to files carefully. Entire text/author must appear in composition. Check for typos and spelling mistakes.
- Compositions will be in black and white and gray only.
- Final dimensions for Part Two are 10x10," mounted on black board with a 1" border at the top and sides and 1.5" at the bottom.
- Work must be covered with a stiff paper cover flap. Affix a label to the back of the mounted work, in the bottom left hand corner. Use the format specified below.
- Both Parts One and Two will be submitted for grading at this time (you have the option of editing part one based on analysis and feedback).

So, first comes the house of man, and its construction, then the human body, its build and deformities; then justice, music, the church; war, harvest, geometry; the mountain, nomadic life and secluded life, astronomy, toil and rest; the horse and the snake; the hammer and the urn which—turned over and struck—makes a bell; trees, rivers, roads; and finally destiny and God. That is what the alphabet signifies.

Victor Hugo.

Schedule

- Oct 9 Introduction of Part Two. Group Critique and discussion of Part One/Two.
Homework: Research/Brainstorm Quotation. Create Grids and 25 Thematic Sketches.
- Oct 11 Work Day. Individual Critiques.
Homework: Full-scale black and white comps. Work must be printed, trimmed and ready for critique at the beginning of class.
- Oct 16 Group Critique of "Hugo" Compositions.
- Oct 18 Work Day
- Oct 23 Project Two/Part Two Due. Projects mounted and displayed for critique. Part One will be submitted with workbooks for grading.