

Design Brief

Project 1A (Hand : Letter : Identify)

Last Revised: 08.30.05

Assignment

Using only two letterforms -- the initials in your first and last names -- create six typographic designs in the areas indicated on the six panel Form 1. Each design is to be created using only the designated typeface category and design principle. Use the same letterforms in each design. Use only black ink, white paper and your hands (use of a computer or other digital tool is forbidden).

Note: Form 1 is available on the course Web site.

Analysis

All six problems are formal exercises that focus on the letterform as a medium of communication. The primary intention is to explore the design principle of CONTRAST. Negative/ Positive, Scale, and Pattern are also addressed. By experimenting with letterforms within specific parameters, designers can develop personal, expressive techniques.

Grading

You will be evaluated according to: (1.) use of type; (2.) design and creative ability; (3.) effectiveness in developing and conveying a concept; (4.) craft and technique; and (5.) professional behavior. You will lose points for sloppy presentation, typographic errors or not following instructions.

Submission

Be prepared to attach your completed Form 1 to a designated area of a classroom wall, for purposes of discussion and critique. Finished versions will be mounted on black board, at the end of the project.

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