

DUE MARCH 31, 2005

Project 2

Four Letter Word: Form and Proportion

Graphic Communication Arts
Typography

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PROJECT OBJECTIVE

This project will familiarize the student with the subtleties of typographic form. It will also teach the student how to kern properly and pay extreme attention to detail, and to verbally justify design decisions.

PROJECT DESCRIPTION

Pick a word that is four letters long or more. Using one of the selected fonts to the right, typeset the word in a page layout program at 144 points. Once the word is properly kerned, arrange the word on a canvas size of your choice. Carefully consider the canvas size and placement of your word on that canvas. Your decisions may be based on the meaning of that word, or maybe entirely based on geometric rationale.

Once you have decided your canvas size and placement of the word, print out your word on a laser printer and transfer the outline of the letterforms on the appropriate sized piece of illustration board using tracing paper and pencil. Carefully fill in the outline of the letters using a tech pen making crisp letterforms that rival those from your laser printout. Be sure to carefully erase all of the pencil.

Attach a tracing paper flap to the front of your composition, and attach a short description explaining your composition, as well as the laser print of your word, to the back of the board. Explain how you decided upon your canvas size, the placement of the word, or any other decisions you made. Refer to guidelines marked on your tracing paper flap, if necessary.

PROJECT REQUIREMENTS

To ensure that all students learn to kern properly, no baseline shifts or letter tilts in the word.

GRADING CRITERIA

The project will be graded upon the following criteria (50 points)

- Creativity – Did you exhaust all possibilities to reach your solution (5 points)
- Verbal Rationale – Do you qualify your design decisions convincingly in the written portion of the project? (15 points)
- Craft – Is your presentation clean and professional? Are your letterforms as crisp, accurate, and evenly filled as possible? Is the kerning carefully considered? (30 points)

EXTRA SUPPLIES NEEDED

Bright white Illustration board

Black tech pen or other pen with waterproof ink

FONT OPTIONS

One of the following fonts must be used.

Caslon

Garamond

Gill Sans

Goudy

Helvetica

Minion

Trajan