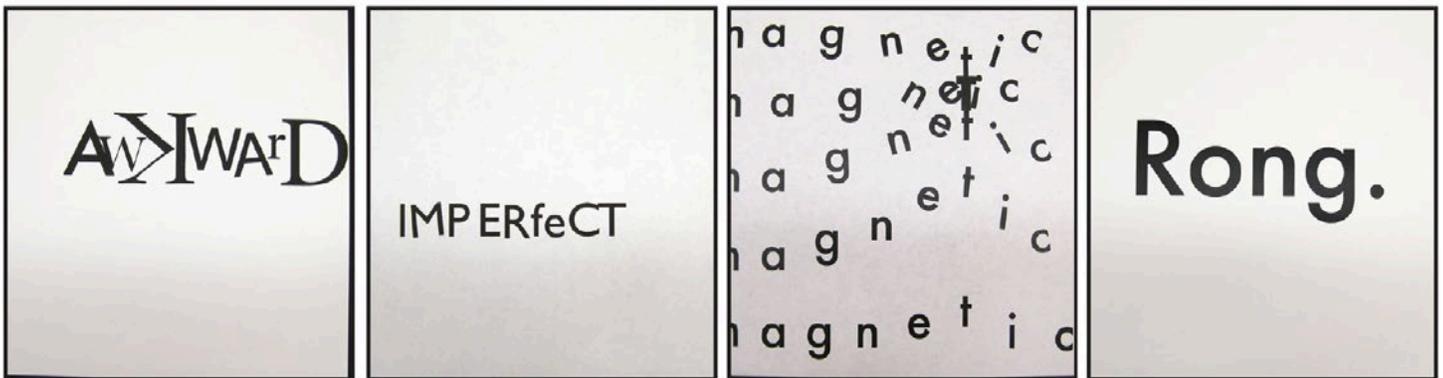


proj 3A | metaphoric interpretation of a word

**objectives** Design emphasis on type, expressiveness and introduction to identity. This project looks at language in its connotative and denotative forms and appropriates them into a visual metaphor. This will utilize Adobe Illustrator for the first conceptual piece. Photoshop and InDesign will also be used after the core art is built as students are introduced to mockups, page layout, and designing on the grid. InDesign and page layout skills will continue with Project 3B.

**problem** Start with a word, write it down. Write another word. Keep going until you find a word that interests you. Look for words that are verbs, adjectives and adverbs. You want a word that describes action or a state of an object, typically they seem to be easier to use and more versatile. The word you choose will be the object and the way in which the word is handled on the page will be your metaphor.



**restrictions & tips**

- You will be limited in the selection of typeface families you may use. In other words, you may use the bold, regular, and/or italic versions but use the actual font. The faces that may be used are below. If you would like to use another class serif and/or sans serif typeface, please show Prof. Nikki first.:

- |                  |             |                 |
|------------------|-------------|-----------------|
| Garamond         | Helvetica   | Baskerville     |
| Caslon           | Gill Sans   | Palatino        |
| Courier          | Arial       | Arial Narrow    |
| Minion           | Times       | Times New Roman |
| Futura Condensed | Futura      | Century Gothic  |
| Bodoni           | News Gothic | Optima          |

- Please be cautious about the size of the word itself. Some words need to be large for effect, while most will need a size that is sensitive to the space around it – *consider the entire space of the square.*
- Make sure you do not get stuck on only one word. Keep thinking!
- Drop shadows are not allowed and horizontal/vertical skewing (distortion) is discouraged. Find another solution.
- Do not add any illustrations. Save those for later assignments. Letter forms only.
- Numbers and punctuation are allowed.
- You may vary the size, spacing, placement, and orientation of the letters. You may repeat, omit, slice, block, or overlap letters.

*(see next page)*

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restrictions & tips  
(cont.)

- Black ink on white background.
- You may use ONE color as a focal point of some sort that makes sense for the design. This is optional and not required. A halftone of black is considered your one color.
- Remember to think of the letters as shapes in reference to the surrounding space.
- The word must be legible to the reader.
- All letterforms must have a solid fill. No outlines. No stroke to any of your letters.

schedule

- 1 **Fri Sept 15th:** Begin Project 3A while still working on Project 2. Begin thumbnail sketches. You must complete **at least 40** different ideas.
  - These do not need to be “tight” thumbnail sketches (see intro lecture slides), but they need to be legible and show full consideration of shape and space.
  - Be sure to create them in a square shape. You may either use a ruler to create squares on a blank page in your sketchbook or print out squares to include in your sketchbook. Squares should be *at least* 2 in x 2 in. Y
  - Shape should be completed in dark pencil or black pen.

**REQUIRED READING: *Thinking With Type* “Text” chapter.**

Take notes and have this finished by Monday Sept 25th. Link on Facebook or see on [nikkiarnell.net](http://nikkiarnell.net) : Links : Typography.

*Mon Sept. 18th: Project 2 scanning and mounting.*

*Wed Sept. 20th: **Class begins at 2pm.** Speed date critique of Project 2.*

*Fri Sept. 22nd: AIGA-Memphis Student Day, no class.*

- 2 **Mon Sept 25th, 1pm:** At least 40 thumbnail sketches **DUE** as directed. Discuss in groups. Final **3** will be picked for you to digitally render.

Begin a new document in Illustrator. 8in x 8in. To try multiple versions, you may either create multiple artboards or use layers. Start working.

- Name the file **Your Last Name\_Proj3A.ai**.
- Do not forget to Outline Your Type soon after you begin working with it for this project, as you are more concerned with its shape. *But you are not allowed to outline your type (as in a white fill with black stroke).*



- **SCALE. Don't skew. Hold down Shift or use the Scale tool.**

- Be careful that all artwork is 100% Black fill and no stroke.
- IF you chose to use ONE highlight color in your layout, it must be a RGB color build with no stroke.
- Use a Clipping Mask while designing if necessary.

*Work day Wed Sept 27th*

- 3 **Fri Sept 29th, 1pm:** 3 final vector files **DUE**.  
**In-class** (*work will also be continued outside of classtime*) Students will place vector artwork on to merchandise material(s) in Photoshop. Instructions in class. *These steps will not affect your initial designs and should be not be considered in their creation.*

*A-State midterms Oct. 3rd-9th. Test over textbook will not occur at midterms, but will occur in the second half of the semester.*

*(see next page)*

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4 **Mon Oct 2nd, 1pm: Project 3A DUE.**

Digital files only.

- AI file of artwork.
- PSD file(s) of mockup merchandise.

Traditional critique. Begin Project 3B.

materials Pencil(s), eraser, sketchbook.

*Mounting materials will be needed for Project 3B.*

evaluation You will be graded on the following for Project 3A:

- Directions were followed accurately with absolutely no errors.
- Ideas successfully conveyed per objective via composition and awareness of positive/negative space.
- Awareness of how cropping for visual tension affects design.
- Word(s) is (are) legible.
- Each design clearly conveys word picked.
- Photoshop usage correct for mockup file.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in any midway critiques, online or in person.