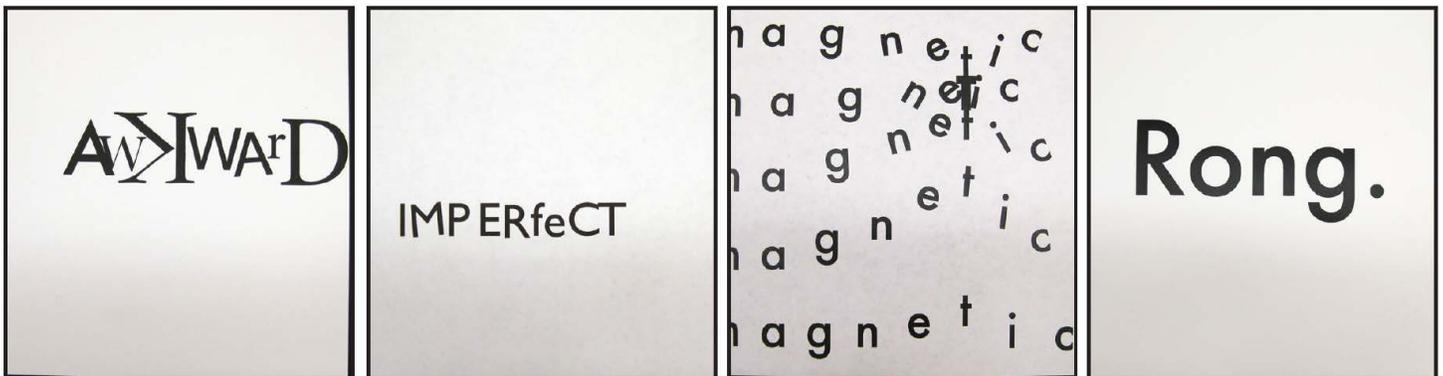

proj 3 | **metaphoric interpretation of a word** deck of cards

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. Everyone's work will then be put into a deck of cards for each person with a label. This last part reinforces mounting and cutting skills and introduces student to packaging.

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 rectangle*.
- 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)

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. If you use a halftone of black (gray), this is considered your one color.
- The word must be legible to the reader.
- All letterforms must have a solid fill. No outlines (literally no black outlines around letters) to any of your letters.

materials

White posterboard: *at least* 11in x 17in (*Not mounting board or foam core*), Xacto knife, #11 blades, metal ruler, spray mount, roller/burnisher, pencil, eraser, self-healing cutting mat >> **DO NOT USE MATS IN MOUNTING ROOM**

schedule

- 1 *Fri Sept 7th:* Begin Project 3 while still working on Project 2. Create thumbnail sketches. You must complete **at least 40** different ideas.
 - Create in rectangles that are **1 in. wide x 2 in. tall**. You may either use a ruler to create rectangles on a blank page in your sketchbook or print out rectangles (with a .5 pt gray stroke) to include in your sketchbook.
 - Remember that you should do rough ideas on your own first. Do scribbles and thoughts to let your creativity flow! But I must see **at least 40 formed ideas**. Though they do not need to be final art, they DO need to be legible and show full consideration of **shape** and **space**. See example here (*from <https://skl.sh/2oMupF1>*). It doesn't show work from a project like this, but the level of sketching with appreciation of the full shape and position of letters within a set space is why I have picked this to show.
 - Work should be completed with sharp dark pencil or black pen.



Wed Sept 12th: *Typography Workbook material DUE. Project 2 DUE. Critique will continue on Fri Sept 14th. Keep working on your sketches for this project!*

- 2 **Wed Sept 19th, 11am:** *Typography Workbook material DUE.*
At least 40 thumbnail sketches **DUE** as directed. Discuss in groups. Final **10** will be picked for you to digitally render (see step 3).
- 3 Begin a new document in Illustrator in class on Sept 19th:
2.25in w x 3.5in. h (At least) **20** artboards - set them up however you wish per columns and spacing. Create new artboards while working if needed. Windows : Artboards : New Artboard. Do the 10 that were picked and then work on new ideas.
 - Name the file **Your Last Name_Proj3.ai**.
 - Artwork (=type): **100% Black fill. No stroke.**
 - If you chose to have one highlight color, be sure there is no stroke.
 - Do not forget to **Outline Your Type** (Illustrator terminology) soon after you begin working with it for this project, as you are more concerned with its shape. *But you are not allowed to literally outline your type (= white fill with black stroke).*
 - **SCALE. Don't skew.** Hold down Shift or use the Scale tool.
 - Use a Clipping Mask while designing if necessary.
 - No black lines around your artboards.



- 4 **Fri Sept 21st, 11am: 1 file with** (at least) **20 artboards DUE in your shared Google Drive folder** for this class. **Midway Critique:** Meet in groups with professor for midway critique. Be able to efficiently present your work, have any questions prepared, and bring your binder to take notes. *Note: An upload at 11:01am means it is late (no Second Try for the project), so please plan ahead. Also to not have a notebook during critique displays lack of professionalism and participation, even if you have a perfect memory. Then revise all work after midway critique before next class.*

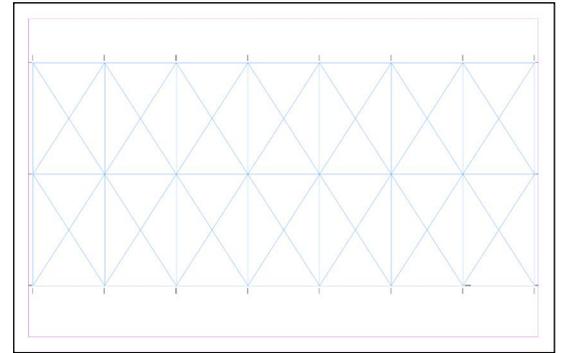
5 **Wed Sept 26, 11am: Typography Workbook material DUE**

File DUE with (at least) 20 artboards of final vector art. Place in shared Google Drive folder. Check all directions for preparation, including proper file name type. Save over or remove the file presented at midway critique.

- Discuss package design, including its 3-dimensionality and label requirements.
- Review how/why a deck of collectible cards exists.
- Introduce paper weights and why this matters. (Then explain how/why we will fake a heavier weight of paper for printing these cards, including why I will allow posterboard to be used for this project.)

6 • Link provided to a new **PROJECT 3 ART** folder shared with all students from which all final files from students can be found.

- Also included will be the InDesign template to print. Use this file and rename **YOUR LAST NAME_Proj3_PRINT.INDD**.

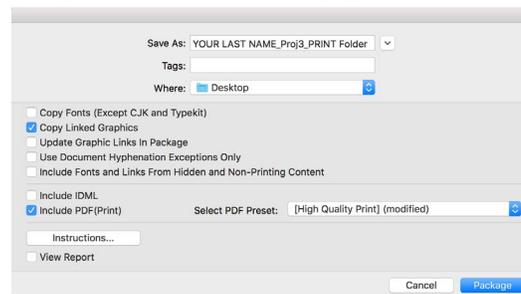


- Students will each pick their favorite of the 20 artboards provided from each student. To place 1 file per student on the InDesign template, first select the image box.

Then **File : Place**. Before selecting file, be sure that “**Show Import Options**” and “**Replace Selected Items**” are selected at the bottom of the dialogue box that appear. By checking the first, you will be able to **choose which artboard in the file you would like** vs. InDesign automatically placing only the first artboard. (The second box should always be checked.)



- Once all **13 boxes** are full with only 1 work from each student (including self), save the file again. Then **File : Package**. Be sure no links are broken and don't worry about the Instructions page. Then select **only** the following:



7 **DUE by Sept Fri Sept 28, 11am. BFA Review is this day. Once Prof. Nikki explains all of the following steps, she will need to leave. Please have any questions for her! What/why/when the BFA Review is will also be discussed in class. You should all register for yours next semester!**

Move the packaged folder to the shared TYPOGRAPHY Google Drive folder that is between individual student and professor only.

- Locate the PDF that was prepared when you Packaged your file.
Print this file in color at **100%** (Actual Size) to a **Tabloid** (11in. x 17in.) piece of paper “landscape” (horizontal, so 17in x 11in). *Print at least two copies just in case.*
- **Bring with you to class:** white posterboard, #11 Xacto, more #11 blades, pencil, eraser (kneaded if you have), metal ruler, spray-mount, burnisher/roller, self-healing cutting mat.

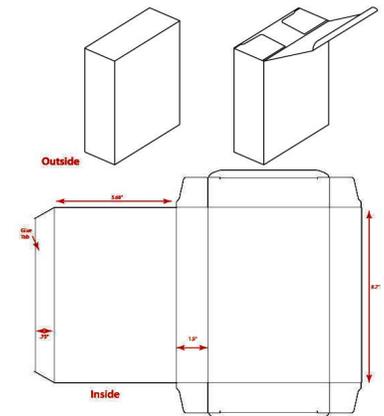
Helpful Note:
Native file types:
AI: Illustrator
PSD: Photoshop
INDD: InDesign

- 8 In class, it will be shown how to mount and cut the cards using the printed trim/crop marks. Tips:
- Elongate the lines of crop marks lightly with pencil if necessary.
 - You're probably not great with spray mount yet. Practice more before spraying final art.
 - You might not be great at cutting right away. Try it on scrap posterboard and paper first.
 - "Where are my fingers? Where are my fingers? Where are my fingers?"
- DO NOT USE MATS OR PAPER CUTTER THAT ARE IN MOUNTING ROOM.**
- 9 Once deck of cards is created with perfect craft, student should consider how to keep them together. Find a way that is aesthetically pleasing and practical. Be careful that the chosen material does not damage the cards. For example, a rubber band would not be a good choice. This is not about money. Find a smart (cheap, if necessary) solution.

extra credit

Student designs and creates any of the following:

- Create and print a card that becomes a label when it sits on the top of the deck. Be sure that the information on this card is not blocked by whatever keeps the stack of cards together.
- Create a label that wraps around the cards.
- Create an entire box that encloses the cards and include a designed label on this artwork. If student would like more guidance on this an the flat art that would be necessary to create this, see Prof. Arnell. →



10 **Project 3 DUE Wed Oct 3, 11am.**

Typography Workbook material also DUE

Be sure all of the following has been turned in for a final grade:

- **YOUR LAST NAME_Proj3_PRINT Folder**, which should contain your InDesign file of this same name and every single student's Your Last Name_Proj3.ai file. *Reminder: There should be no folder for fonts. There should be a PDF file in there.*
- **Deck of 13 cards** (printed in color), each mounted with perfect craft to white posterboard. No spray mount stickiness. Clean cuts with perfect lines.
- Some way to keep these cards in a stacked deck that you can explain with your design choices. Extra credit for more advanced packaging.
- *FYI: You will be supplied with a plastic baggy in which to place your deck. Sharpie also supplied to write full name on bag.*

evaluation

You will be graded on the following for Project 3:

- Directions were followed accurately with absolutely no errors.
- Sketches display awareness of shape and space, including proper dimensions.
- 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.
- Adobe Illustrator used correctly.
- InDesign file used correctly.
- InDesign file packaged correctly to specifications.
- Cards printed correctly at 100%.
- Perfect craft.
- Awareness of packaging displayed in design choices.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in midway critiques.
- Participation in final critique.