

PROJECT 1

visual messaging with shapes and space

By employing visual language, a designer can create a message with what may seem to be limited graphic vocabulary.

DIAGRAMS
BASIC
WORKSHOPS-OVERVIEW
LINES + SHAPE | SKETCHES | VECTOR ARTWORK
SHAPES + SHAPE | SKETCHES | VECTOR ARTWORK
LETTERFORMS + SHAPE | SKETCHES | VECTOR ARTWORK
MOODBOARD GRAPHICS
BEHAVANCE
CALENDAR

- Line** is an element of visual and graphic expression. It is defined as a mark connecting two points, creating various effects. From optical illusions to giving emphasis or indicating location, line can represent, symbolize, clarify, and communicate.
- Shape** is the next extension of this visual vocabulary. In this project, both the shapes and the white space around them become obvious tools with which to work.
- Once these concepts are explored, the same shape-to-space relationships can be applied to the letterforms of classic non-illustrative **typefaces** where the message should still be clear.

WORKSHOP 3 Tues Sept 5

Review **LINES and SHAPES** Sketches final digital work.
Review **Behance** progress so far.

...

- Typography Basics:** A general overview of and introduction to typography, making students aware of the shape and space (vs. just picking out a font) that allows one to become a great typographer.
- LETTERFORMS + Space:** Introduction to how line, shape, space, and placement on the page will all help create a message using letters that have no illustrative-packed meaning (i.e., no typeface with flames to message "Hot").
- SKETCHES FOR LETTERFORMS:** Students will begin to ideate with rough sketches, using pencil/marker and paper. Then students will finalize a set number of sketches on provided tangible pages. *Work will be completed before next class time.*

PICK 2 BEST FROM EACH >> screenshots for Behance

DUE > WHAT • WHEN • WHERE

All of the following is **DUE** by 11:05am Tues Sept 5 for review in class.

IN GOOGLE DRIVE
DUE in shared PROJECT 1 folder

- YOUR LAST NAME_Proj1_LINE.AI**
- YOUR LAST NAME_Proj1_SHAPE.AI**

ON SLACK

- Also File : Save As a PDF.
- Post **YOUR LAST NAME_Proj1_LINE** PDF in Slack
DUE in thread asking for LINE digital work on #2303_proj1 channel
- Post **YOUR LAST NAME_Proj1_SHAPE** PDF in Slack
DUE in thread asking for SHAPE digital work on #2303_proj1 channel

Prof_Nikki 10:41 AM

@channel >> To clarify 😊 >> the only thing that was DUE for Behance any time soon was the URL I had you put in on #grfx2303_behance in the last class.

You could technically ignore your Behance requirements now, not touching it again until the end of Project 1 >> as long as you keep your sketch pages (and/or take really good pictures of them).

It was just that so many of you were SO FAST on Illustrator in Thursday's class that I suggested you begin on your Behance Project 1 page...but that might have confused people with what would be due for Tuesday. 😊

@channel >> The only things that are DUE for Tuesday are shown on the screenshot from the Project Sheet and the Google Calendar. (I removed the Google Calendar that stated "Behance Progress" because that was confusing.) >>

2 files

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PART 1: TYPOGRAPHY BASICS

FIRST LESSON:

GRAPHIC DESIGN IS ALL ABOUT TYPOGRAPHY.

BUT WHAT IS TYPOGRAPHY?

on gravity

a brief tour of a weighty subject a. zee



In essence, typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader.

In short, **typography is what brings the text to life.**

ONE LETTER IS A UTILITARIAN SYMBOL.

A script is the alphabet a language uses, but the symbol is still doing a job.

These letters form words in a script. This is Latin or Roman script of the English language.	Ces lettres forment des mots dans un script . Ceci est le latin ou l'alphabet latin de la langue anglaise .	これらの文字は、スク립ト内の単語を形成します。これはラテン語や英語のローマンスクリプトです。
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Designers must know how to control words on a written page to control the message with awareness of behaviorism and culture.

ONE LETTER IS A SHAPE.

Typography is about shape and the space around, within, and between.

SERIFS

Serifs are those little "feet" on the terminals (ending points) of the letters.

The typefaces below are all the set in the same point size (how they are measured)! **Doesn't Garamond look smaller than Georgia?**

AaOoPpZzBb Garamond

AaOoPpZzBb Times New Roman

AaOoPpZzBb Palatino

AaOoPpZzBb Bodoni

AaOoPpZzBb Georgia

SERIFS

Really really start to notice details. Check out the o in Palatino and Times New Roman above. See how they both "lean" slightly to the left where the other three typefaces are straight up and down. **The Vertical Stress (or Axis) brings a lot of information to the letterform.**

SERIFS

There are even many **different kinds of serifs!** Start paying attention and you'll start to see a huge amount of visual information out there in the world for you to learn to command.

SANS SERIFS

"Sans" means **without** and you can see why these typefaces are indeed without serifs.

Though sans serifs don't often have the axis or weight differences most serifs do, see how these letters also look different sizes, though they are all technically the same.

Why? The **shape vs. the space.**

AaOoPpZzBb Helvetica

AaOoPpZzBb Arial

AaOoPpZzBb Century Gothic

AaOoPpZzBb Futura

AaOoPpZzBb Gill Sans

Those are the two main categorizations of typefaces,
but there are plenty more!



WEEK OF OCT 2
A-State Midterms Oct 2-6
Project 3: Must have textbook by Mon Oct 2

- Check Slack -> [gfu2303_mom](#) | [gfu2303_pml](#) | [gfu2303_prof](#)
- Project 2 Workshop/Discussions: Printing and mounting >> CRAFT!
- Print and mount icon, mock-up, and QR to app URL, > hang in hall.
- **Begin Project 3: Typographic Workbook - do with textbook**

(Graded >> Final score does not weigh as high as other projects; however, it still is a significant portion of the final course grade. No Second Try.)

TYPOGRAPHIC WORKBOOK

USE WITH "DESIGN BASICS: TYPOGRAPHY" BY ANNEWILE AND STEVE

- Week 1: Letter Anatomy
- Week 2: Length and the Horizontal
- Week 3: Letter Spacing and Kerning
- Week 4: Letter Spacing, Justification
- Week 5: The Oldstyle Style
- Week 6: The Oldstyle - Anatomical
- Week 7: The Oldstyle - Textual Style
- Week 8: The Oldstyle - Script
- Week 9: The Oldstyle - Display
- Week 10: The Oldstyle - Lettering
- Week 11: The Oldstyle - Lettering
- Week 12: The Oldstyle - Lettering
- Week 13: The Oldstyle - Lettering
- Week 14: The Oldstyle - Lettering
- Week 15: The Oldstyle - Lettering

As you can see, you'll also soon learn about things like x-heights,
ascenders, descenders, counters, etc.



All of these things you will recognize so that YOU can
control the read of the text.

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- Review LINES and SHAPES Sketches final digital work.
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- **Typography Basics:** A general overview of and introduction to typography, making students aware of the shape and space (vs. just picking out a font) that allows one to become a great typographer.
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- **SKETCHES FOR LETTERFORMS:** Students will begin to ideate with rough sketches, using pencil/marker and paper. Then students will finalize a set number of sketches on provided tangible pages. *Work will be completed before next class time.*

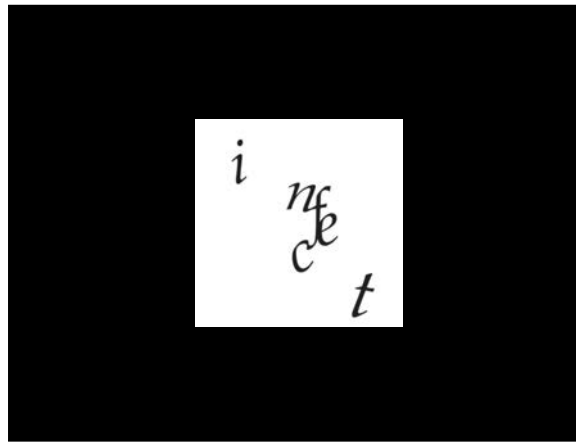
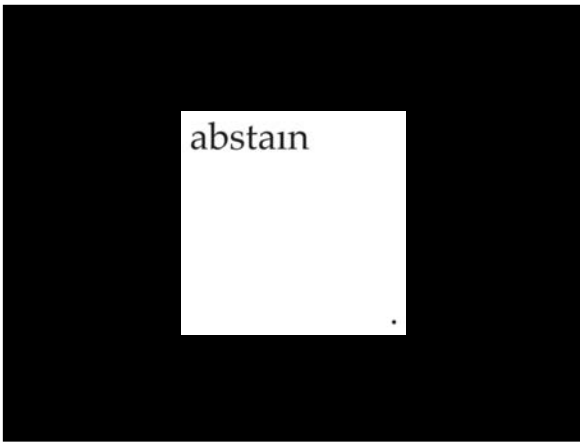
letterforms

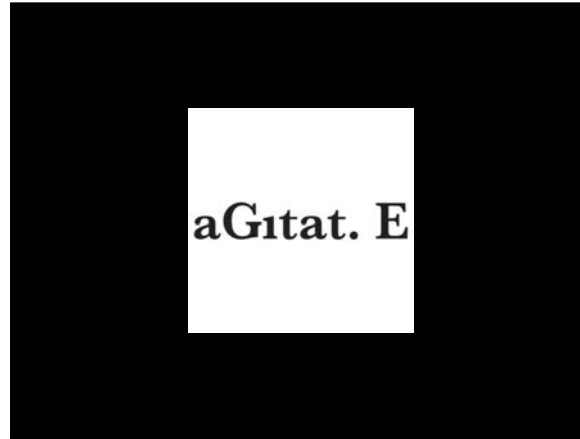
The third part of this project applies to letterforms that you explore in the relation of space to shape. In the workshop, students will explore hand-rendering basic letters that refer to the typefaces below. Each letter shape is not as important as exploring messaging using non-illustrative shapes. In other words, using space and size instead of obvious illustrative see-and-say.

Arial	Courier	Helvetica
American Typewriter	Futura	Impact
Baskerville	Futura Condensed	Optima
Bodoni	Garamond	Palatino
Cooper Black	Gill Sans	Times New Roman

All of the fonts in these typeface families - bold, italics, and sometimes even bold italics - are allowed, so load up the fonts to see all the choices! With awareness of space and composition, express the words shown below.

**agree • standardize • exit • pacify • assemble
annoy • abstain • attract • murder • explode
accumulate • infect • hide • murmur • drown
encourage • infect • argue • unite**





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Do not worry about activating/uploading fonts yet.
A PDF of all of the fonts' families is available to you.

The font files are located in the **PROJ 1 STUDENT SUPPORT FILES** in each student's **PROJECT 1** folder. **Especially see the helpful FONT CHOICES F23.pdf in the Project 1 FONTS folder for quick reference.** In Workshop 4, students will be guided in class how to install fonts into computer.

LETTERFORM RULES

- These rules must be followed within a square or both sketches **egg light**.
- Only the **typeface** above may be used (though any size on the font file is available).
- Punctuation and numbers can be used. Characters can be repeated.
- Colors other than black are not allowed. They cannot be added to either sketches or digital artwork.
- Letterforms must not be placed on a white background. Reverse is not allowed.
- Colors are not allowed. This includes gray.
- Hand-drawn lines are not allowed. They must be straight and uniform.
- Hand-drawn lines are not allowed. They must be straight and uniform.
- Do not show letters, but only the arrangement.
- The same word may be repeated multiple times in one design for effect.
- Be able to explain how and why your design choices work using knowledge explained in previous class and shape exercises.
- How many are together? (10-15) Do not use too many in one design or between the grid for example, the word "Scream" with 10 letters.

LETTERFORMS SKETCHES

- You will receive the same sheet with 10 squares or 10 in the sketch stage. But you do not need to use the grid on the final letter design artwork. The grid is also provided in your handout to guide you when using Photoshop. Please do not use the grid for your final design.
- Do not use 1/2, 1/4, 3/4, etc. for sketching. Use sketches (minimum).
- Photoshop files and any digital device are not allowed. These must be completed on paper.
- Use a dark, sharp pencil, a black marker, or similar.
- Use only the letters from the font family provided. They must be used in the final art. And they need to be more than just the word above. Letterforms need to be "alive".
- Do NOT USE ANY OTHER FONT TYPEFACE.
- Do not use the grid for sketching.
- We want your work to be clean and not just your first attempt.

DUE • WHAT • WHEN • WHERE
DUE by **Midweek Thurs Sept 7** for review in class.

The pages will be collected when attendance is taken, so please make sure they are indeed finished when asked. If they are not finished, you cannot do a Second Try on the project during the semester and your project grade is already impacted (see rubric about following directions).

**agree • standardize • exit • pacify • assemble
annoy • abstain • attract • murder • explode
accumulate • infect • hide • murmur • drown
encourage • infect • argue • unite**

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WORKSHOP 4 Thurs Sept 7

- Review **LETTERFORMS Sketches:** In-class review of finalized sketches, picking the best 4 with encouragement for even further refinement (and even more ideas!) on computer.
- LETTERFORMS Digital:** Students will create clean digital artwork from the chosen sketches. Tips to creating the cleanest work by **changing fonts to vector artwork** and removing any unused material will be supplied. *Work will be completed before next class time.*

