

# WORKSHOP 3

PROJECT 2 | GRFX-2303 F22

- Breathe :)
- Return grades:
  - Project 1
  - Project 2 (so far)
- Critique Letterforms sketches
  - Speed Date, Prof. Nikki in too
  - Remove any that aren't strong
- Go to computers (laptops)
  - Load fonts
  - Begin documents per project sheet
  - Review steps in project sheet
  - Work! :)

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**PROJECT 2**

## visual messaging with shapes and space

**rubric**

**MENU**

**RUBRIC:**

Note: Remember that a Letterform is a shape, therefore, all rubric points that reference "shape" mean Line, Circle, and Letterforms.

- Directions were followed accurately with absolutely no errors.
- Amount of work at each step (for example, amount of sketches due) meets at least the minimum.
- The minimum is average.
- **Active participation and involvement in all WORKSHOPS**
- All **sketches** from LINE, SHAPES (Circles), and LETTERFORMS WORKSHOPS complete.
- All **sketches** from LINE, SHAPES (Circles), and LETTERFORMS WORKSHOPS tight enough to be easily understood.
- Ideas successfully conceived per objective via composition and awareness of **positive/negative space**.
- Awareness of how **cropping** shapes for visual tension affects design.
- Successful exploration into how **line direction** affects communication.
- Successful exploration into how **shape, size and position** affect communication.
- Successful exploration into how **space vs. shape** affects design.
- Letterforms portion of project uses only the fonts allowed (as approved by professor).
- Each design clearly conveys word/picture.
- Correct use of Illustrator for LETTERFORMS.
- Correct use of Illustrator and Photoshop for creation of at least one basic GIF.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Self-education completed and on time.
- Participation in all critiques.

**WEIGHT DISTRIBUTION**

Student should put **100% effort** into each part of this multi-day workshop and time not of class or the overall project grade will be reduced.

- Line: 15%
- Shape: 15%
- Letterforms: 40%
- GIF (Animations): 10%
- Overall Workshop Participation/Involvement/Craftsmanship: 20%

\* Total: 100% (minimum on assignment)

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The font files are located in the **PROJ 2 STUDENT SUPPORT FILES** in each student's **PROJECT 2** folder. **Especially see the helpful FONT CHOICES F22.pdf in the Project 2 FONTS folder for quick reference.** In Workshop 3, students will be guided in class how to install fonts into computer.

Name	Size
0 - Document Fonts (zip)	100
FONT CHOICES F22.pdf	100

Font Book  
Computer program

A A  
A a

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### LETTERFORMS VECTOR ARTWORK

1: FILE SET-UP

- File : New > More Settings (on the bottom by Create) > ...
- Name: YOUR LAST NAME\_Proj2\_LETTER.AI  
 .ai is the native Illustrator file type that will be assigned by the program.
  - > Units: Inches
  - > 12 Artboards (add more later if you'd like)
  - > Spacing 8 in., 2 Columns
  - > 4 in (in inches) x 4 in.
  - > 0 Bleed
  - > CMYK Color Mode
  - > There should be no Raster Effects, so keep it at Medium.
- File : Save



- This will be your work space:
  - > If you want to add more artboards, go Window > Artboards. When dialog box appears, pull the drop-down menu and select New Artboard.
  - > Turn on your Rulers (Command + R)
  - > Use guides to help you be exact in lining things up. View : Guides : Show Guides. Pull guides from your Rulers.
  - > File : Save. **Save early and save often!**

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### 2: START WORKING > TIPS

- Be sure your letterforms have **Black Fill** and **No Stroke**
- Once letters are typed into an artboard using the Type tool, immediately change these letters into shapes. In other words, it will not longer call to a font file, but become vector art.


Do the following:

- > Use the Select tool to select the line of type
- > Go Type > Create Outlines
- Note: If you have the Type tool still selected, Create Outlines will likely not be visible

Remember to Scale. Don't Skew.

To create, select the object and use the Rotate tool or go Object > Transform > Move.

Don't forget about Clipping Masks (to Select All) and View: Preview vs. View: Outlines. Don't be afraid to have letters partially cropped!



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### DUE > WHAT • WHEN • WHERE

All of the following is DUE by 11:05am Wed Sept 14 for review in class.

**IN GOOGLE DRIVE**

- DUE in shared Project 2 folder
- YOUR LAST NAME\_Proj2\_LETTER.AI

**ON SLACK**

- Also File : Save As a PDF.
- Post this YOUR LAST NAME\_Proj2\_LETTER.PDF in Slack
- DUE in thread asking for LETTERFORM digital work on #2303\_project2 channel

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