

Typography 1

ASSIGNMENTS 4 TYPOGRAPHY BRAIN GAMES

ART 2413
SPRING 2017
MW 8:30 - 11:20 AM
STUDIO: BC 305
LAB: BC 402

Apr. 16 M Prompt / Studio + Lab

Take note while you watch the Brain Games episodes listed below. After watching all of them pick one and begin your research

#1: TYPOGRAPHY IN MOTION

- *Brain games / 2.3: Motion Commotion / Experiment: Autokinetic / Minutes: 0 - 4:20*
- *How can a designer give the illusion of motion when working within the given limitations?*

#2: ANAMORPHIC TYPOGRAPHY

- *Brain games / 2.8: See Is Believing / Experiment: Beuchet Chair & Ames Room / Minutes: 4 - 11*
- *Brain games / 2.11: Illusion Confessions / Experiment: Anamorphic Illusion / Minutes: 7 - 14*
- *How can a designer give the illusion of depth and perspective when working within the given limitations?*
- *Visual inspiration: Felice Varini, Joseph Egan, Lex Wilson, and Thomas Quinn*

GOAL: YOUR TASK IS TO DESIGN A POSTER THAT BOTH

- *explains one fact about how the brain works and*
- *through typography, enact that idea on the people who view your poster*

LAB RESEARCH: SEE DETAILS TO THE RIGHT

GROUP DISCUSSION 10:50AM

Apr. 19 W Critique 1 / Studio

WHAT'S DUE?

- *On one 8.5x11: Collect your content, List, and answer*
- *2 posters: With 2 distinct concepts, computer-generated, printed and mounted in the classroom before your group starts:*
 - *8:30am / Group A / Ryker, Cal, Jack, Meghan, Kelsey, Alex*
 - *9:55am / Group B / Brittany, Danielle, Blake, Addison, Mackenzie*

Apr. 24 M Critique 2 / Studio

WHAT'S DUE?

- *On one 8.5x11: Collect your content, List, and answer (Should be the same as last time)*
- *3 posters: With 2 distinct concepts, computer-generated, printed and mounted in the classroom before your group starts:*
 - *8:30am / Group B / Brittany, Danielle, Blake, Addison, Mackenzie*
 - *9:55am / Group A / Ryker, Cal, Jack, Meghan, Kelsey, Alex*

Apr. 26 W Work Day / Lab

WHAT'S DUE?

- *On one 8.5x11: Collect your content, List, and answer (Should be the same as last time)*
- *1 Poster printed out before class starts, discuss in groups and one-on-one*

GROUP DISCUSSION 10:30AM

May 1 M Final Critique / Studio

- *On one 8.5x11: Collect your content, List, and answer (Should be the same as last time)*
- *1 Poster printed out before class starts, group discussion*

May 3 W Project 4 due / Group Project: Hand made type poster

May 10 W Pickup projects

LAB RESEARCH

CONTENT: Write a summary of the section of the video you watch. You can use their words or write your own. How long should it be? Wrong question! Ask yourself, "What needs to be said about the brain?" and then write that. You will likely need a short headline, subheadline and body copy.

REWATCH: As you watch and re-watch the episode(s), take notes and sketch ideas about how these brain games can affect typography. (Note: You should expect to pause often in order to make different iterations.)

IDEATION: Make it your own idea. Don't simply copy the visuals of the experiment in the given episode.

LIST: Make a list of about five adjectives and/or design principles and variables that best describe what you're trying to communicate with your design.

ANSWER THIS QUESTION: What's the one thing you want to communicate?

INSPIRATION: Find 20 examples of designs and typefaces that best communicate part if not all of your list.

LIMITATIONS

- *Typography*
- *Color*
- *Paper*
- *Print Design*
- *No shapes or form*
- *Use the typefaces we've been working with*

TOOLS

- *Scanner*
- *Camera (for things like typography outside of the computer)*
- *3D Printing (The 3D typography can be physically applied to the poster or photographed and digitally applied)*

FINAL SUBMISSION

- *13x19 poster, double mounted on foamcore, 1" margin on all sides, 2" margin on bottom, covered with tracing paper.*
- *Thoughtful designed process book (like you turned in for project 3, but this time it should only be for project 4, not 1-3)*
- *Please upload a PDF of your poster and process book to D2L.*