

TYPOGRAPHIC CHALLENGE 1 ABC

The challenge: Design a typeface that is composed from elements around you. Assemble your 26 character alphabet using only found objects or environments. In addition you need to create a 11 x 17 poster using a phrase that describes your typeface.

Letters maybe documented through collage, photography, photocopying, digital illustration, and other appropriate mediums.

Do not use examples from an existing typeface in the world, like documenting elements of existing writing or signage, or pulling into your typeface anything that maybe considered a traditional letterform.

You will need to create at least 2-4 words with these letterforms as a way to determine how they will work together. The words must reflect the concept and idea of the letterforms. For example, if the letters are all made out of cotton, the words might reflect the feel of cotton, fluffy, or soft, or white.

STAGES/ PHASES OF DEVELOPMENT:

PHASE 1: DEFINE THE ANATOMY OF EACH LETTERFORM.

- In your visual diary/sketchbook draw all the letters of the alphabet, in any traditional typeface or in a variety of typefaces. (Just sketch them small, so you have room for notes around them.)
- Dissect the letterform, explaining what each terminology is and describe parts of the letter.
- Do upper and lower case
- Every letter must have specific parts in order to be called that letter.
- For example: All letters are drawn using a baseline, cap height, x-height (determined by the baseline and the meanline), ascender line, and descender line.
- Another example: there is specific terms used to describe different types of strokes and shapes in letters. (a lower case e has an open bowl and a closed counter. An upper case E has one vertical bar and horizontal arms.)

PHASE 2: BRAINSTORM IDEAS

- Think about different materials you could use.
- Create descriptive clever adjectives to describe those materials.
- Gather these materials and look at them closely.
- Will they hold a shape? Will they last for longer than the photography? If not is that part of your concept? Will you use all the same material to make your letterforms,

or different materials that have similar characteristics? For example: are they all different broken materials?

- Think about ways to keep the materials from losing it shape.
- If they are photographed, can you recreate a letterform again in front of the class?

PHASE 3: CONSTRUCT THE LETTERFORMS & DOCUMENT EACH LETTER.

- Start to build your letterforms
- Think about how the letters will all work together.
- Be consistent and take careful consideration for the craft and aesthetic of the form.
- Documentation can be through photography, illustration, or video (but all documentation must be at the highest quality.)
- Make sure you create 2-4 words with your new letterforms. Should the letters together in a word, using kerning and sizing and also show the letterforms alphabetically.

PHASE 4: PRESENT THE NEW TYPOGRAPHIC LETTERFORMS TO THE CLASS

- The final letters and research must be presented in the class through a large poster, or single sheets, or in a book form.
- Include the documentation. So this means photographing your sketches, ideas, processes, etc, and designing them in a printed presentation. (No digital presentation. If there is video that is supplemental to the printed.)

GRADING CRITERIA

Grading is based on the following:

CONCEPTUAL IDEA
RESEARCH
QUALITY OF PRODUCT
PRESENTATION OF PROCESS

IMPORTANT POINTS:

- You will build the new alphabet using materials that are not connected to existing typography.
- All final products will be printed.
- All printed items will be 11 x 17 and large enough for a group of people to see.