

TYPOGRAPHIC CHALLENGE 2 the self

The challenge: Design a typographic multi-page product that describes something positive about you that you are passionate about. In only 1-3 colors per page, you will design using typography and vector graphics. (No photography).

In at least 8 sentences or phrases you will describe something positive about yourself.

- What is positive about you? What do you feel proud about? What are you good at? What do your friends like most about you?
- You can focus on Design. Are you really strong in typography? Or really good at Photoshop. Maybe you are highly motivated to be a designer, thus obsessive and passionate about design.
- Do you have a good memory? Maybe for names, faces or numbers. Or maybe you have an ear for music or languages.
- Are you good with people? Maybe you are good at motivating people. Are you a good friend? Or maybe you are the person who keeps the family or friends together.
- Some people are very good with time. Often this means they are a little obsessive. But maybe you are always on time?
- Are you detailed oriented?
- Are you highly knowledgeable about movies? Or maybe you know about every DC comic hero.
- Or, you can focus on how kind you are to animals.
- What makes you special?

Pages:

- At least 8 pages with each phrase (Single sided)
- At least 1 page with a biographical paragraph about you. (Plus a cover and back)

Size & Color: Any size bigger than 9 x 12 inches
1-3 colors on each page

Typography:

Can be any classic typefaces from the textbook. Typefaces are grouped into families with similar letterforms. The parent is the book or light. The relatives are the bold, italic or condensed. You must choose typefaces that have at least 5 relatives.

Technique:

Each phrase will be typed out in Illustrator, printed out and then traced by hand in marker or in pencil. Then the type will be scanned and traced in Illustrator to retain its hand quality. You can experiment with the type, change certain aspects of the typeface. All typography must be vector.

Graphics:

At least 5 pages should have an illustrated or drawn object with your words. You can have these on every page. No photographs. These must be integrated drawings or graphics in your text. All graphics must be vector.

Final package:

- Must be printed on paper other than typical laser paper, a thicker card stock.
- You will develop a package for your cards.

STAGES/ PHASES OF DEVELOPMENT:

PHASE 1: BRAINSTORM IDEAS

1. **Make a list:** 20 things you are really good at and highly interested in. They can all relate to each other. *If you have trouble making a list, then do some free writing. Write a paragraph about yourself and what you are good at.*
2. **Choose a conceptual focus.**
Be descriptive and detailed.
(See above for examples)
3. **Make sure your idea is about what makes you different or special. Something positive.**

PHASE 2: ORGANIZE YOUR DOCUMENT

- **Have a Plan:** You will need a phrase or sentence on every page. So start decided on what you want to say and which pages.
- **Pages:** Remember 8 pages of phrases, cover and back, and 1 page with biographical information.
- **Refrain from using I:**
Phrases can be incomplete sentences.
Example:
Don't say: *I am always on time.*
Instead: *Always on time*
Don't say: *I clean my room.*
Instead: *Room is well organized*

PHASE 3: SKETCHES (40 TOTAL VARIATIONS)

- **Research:** The best way to learn how to design is to look at other designs. Use Pinterest and Google to gather groups of designs.
- **Type Requirements:** Your typeface must be from the textbook. See requirements on previous page for typography.
- **Type Treatment Sketches:** layout all your phrases in the parent typeface and all the relatives. Each phrase should be in every family member. Use your research to make the sketches.
- **Narrow Sketches:** With the help of the instructor, you will narrow your sketches down to 8.
- **Using Illustrator:** Begin to layout your text in each page. Work on kerning and placement.
- **How will the type be used?** Does it work best in all caps or lowercase? Are some pages all caps and some lowercase?
- **Space on the Page:** How will you use the space on the page?
- **Color:** Maybe some pages are a solid color with drop out white text. What colors do you think you will use?
- **Type Manipulation:** If you manipulate the shape of the words, you must keep the integrity of the typeface. Make sure it is readable, but you can experiment. Or you might want to change the size of letters.
- **Vector Graphics:** You will need to include some vector flat 1-3 color graphics, what will that be? Is your type in solid graphic shapes? Or maybe your type has the graphic icons or elements imbedded in the type counters.

GRADING CRITERIA

Grading is based on the following:

CONCEPTUAL IDEA
RESEARCH
QUALITY OF PRODUCT
PRESENTATION OF PRODUCT

PHASE 4: TECHNIQUE

- **Print Out Your Designs:** In black and white on an ink jet or laser printer.
- **Trace by Hand - Pencil:** On a light table using tracing paper, or marker-paper, trace your pages by hand. Use a pencil first. Make sure your are detailed. Scan those tracings.
- **Use Black Fine Point Ppen:** Unless the stylistic feature of your design is to use something other than Fine point pen, go over your pencil tracings with a black think fine point marker.
- **Detail is Important:** Make sure you trace them in detail. Take your time and do every letter.
- **Scan:** Your tracings need to be scanned into Photoshop at a very high resolution. You can enhance the scan or clean it up. It can not be photographed. Must be scanned.
- **Trace Digitally:** In illustrator you will trace the designs digitally using a fast tracing technique. This will keep the hand drawn aspects to the designs.
- Add your color.

PHASE 5: PRINTED PRODUCT

- **Choose your paper:** At some point before your project is done, you will have to research which places to print on good quality paper. No glossy paper, and no thin paper. Paper must be on a strong card stock.
- **Package:** You will need to figure out how your pages will be packaged (an envelope, a box or a bag)
- **Cover page:** The cover page should show either type or a vector graphic of an image that represents the concept.
- **The back:** the back portion of the package should have some logos or sponsors, a copyright and a phrase saying: Designed by.... with contact info.
- **Typographic information:** Somewhere in your designs you must have the background information about the typefaces you are using. (The name, who created the typefaces, and any other important information.)