
using only type

name:
submitted:
checkpoint grade:
final grade:

foundries with trial fonts

mckl type	displaay
grilli type	dalton maag
sharp type	fontsmith
klim type foundry	vocal type co.
colophon foundry	occupant fonts

description

An investigation into typography as a means of communication and as a formal element in design. The poster can only contain type and the image(s) of your physically constructed letter. The content of the poster should relate to your chosen letter.

part one: choose and build your letter

Choose a single letter and generate a list of 20 words that start with your letter. Using your word list as a reference point, pick a typeface and construct your letter at a minimum of 6 inches tall using the typeface as a guide. Once your letter is constructed take at least five different photographs of it. The photographs should just have your letter in them, no other items.

part two: design the poster

Design a poster using at least one of the photographs of your letter and any other text based content you might choose to include. The poster is generally a formal study so pay attention to the basic design principles of alignment, balance, color, contrast, hierarchy, proximity, repetition, space, and so on.

requirements

- | | |
|--|---|
| <input type="checkbox"/> 18"x24" portrait format | <input type="checkbox"/> big type |
| <input type="checkbox"/> your name on poster | <input type="checkbox"/> medium type |
| <input type="checkbox"/> fall 2021 on the poster | <input type="checkbox"/> small type |
| <input type="checkbox"/> one typeface used | <input type="checkbox"/> letter photograph(s) |

checkpoints (25 POINTS EACH)

- 09/02/21_#1 - at least 5 photographs of your letter model printed on one sheet of tabloid sized paper and 12 layout sketches. images and sketches added to miro.
- 09/09/21_#2 - two digital drafts, printed in color (if necessary) on tabloid sized paper (scaled to fit) and trimmed to size. drafts added to miro.
- 09/16/21_#3 - one refined draft, tiled in black and white at full size, a color version printed on letter sized paper, both trimmed to size. draft added to miro.
- 09/23/21_#4 - one final draft, printed or tiled in color at half size and trimmed to size. draft added to miro.

final submission (100 POINTS TOTAL)

- turned in on time (09/30/21)
- printed and trimmed with care to correct size
- pdf added to miro
- all requirements met

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1	2	3	4	t
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1	2	3	4	t
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1	2	3	4	5
6	7	8	9	10
				t

layout sketches

Fill these 12 boxes with potential layouts for your poster. Use thin lines to represent small type, thicker lines to represent medium type, and the boldest lines to represent the large type. The chosen glyph can be drawn in. Work quickly and intuitively but consider basic design principles of alignment, hierarchy, contrast, repetition, proximity, balance, and space while sketching.
