

TYPE BOX // // // // //

// // // TYPOGRAPHIC EXPERIMENTS & DESIGN ARTIFACTS.



| DESCRIPTION :

Type Box is a project that focuses on exploration and experimentation, navigating the world of typography, lettering, and layout. Within this assignment some aspects focus on deconstruction of typographic forms, while others focus on construction of environments and spaces utilizing typographic forms. The project orbits around a series of tasks designed to develop your ability to conceptualize and utilize typography through experimental and functional systems.

| OBJECTIVES :

- a. Students will experiment with typographic forms & create forms from scratch, implement typographic systems, mix typography and imagery (vector & raster), experiment with the book as a visual sequenced form, and develop voice & visual language.
- b. Students will apply a range of typographic terminology to design work, utilize Illustrator and InDesign to create design work, and explore layout and typography as systematic landscapes.
- c. Students will manage time and learn to work quickly through process.

| DESIGN PROCESS / RESOURCES :

- 1. (c) : Presentation Overview of Type Box. <https://youtu.be/F7ced9pQu0U>
- 2. (c) : Video Overview of Type Box Assignment. <https://youtu.be/dtNbx16J2c8>
- 3. (c) : Templates for Cards in AI -Printing Front & Back. <https://youtu.be/hgCm55akmZY>
- 4. Complete Homework #1: http://www.carriedyer.com/assets/5_c_type_box_homework.pdf
- 5. Student Work Examples PDF & Other. http://www.carriedyer.com/assets/5_b_type_box_examples.pdf
- 6. Student Work Examples Google Drive. <https://drive.google.com/drive/folders/1G017g7XrCo-a1D2n20R0Ym3h7CkdLbv7usp--sharing>
- 7. Designer/Visual Research: Abstract: The Art of Design I Paula Scher: Graphic Design I <https://youtu.be/LC9Y97Fk>

| RESEARCH :

VISUAL EXPLORATION is essential. Below are examples of successful, creative, contemporary design work. A lot of these examples are award winning works. I give you these links to explore and develop aspects of your own aesthetic. The examples here are selections from my inspiration. Behance is also a great place for visual exploration.

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|---|---|
| -a. Main Pinterest Link. < LINK > | -e. DESIGN I : I : I : < LINK > |
| -b. Type Anatomy < LINK > | -f. Layout Design. < LINK > |
| -c. Type Collage < LINK > | -g. Books-Zines. < LINK > |
| -d. \ T Y P 3 _Candy. < LINK > | |

TYPE BOX. | ASSIGNMENT PROCESS /

WEEK.	DAY.	VIDEO.	SECTION.	NOTES / INFO / PREP / LINKS
WEEK 03.	T.		__A. OVERVIEW. <small>[Video 1 = Presentation Overview] <PDF LINK> [Video 2 = Video AI Overview]</small>	__ Survey of Memories: <LINK> <small>[This is a separate assignment]</small> __ Assignment Diagram & FAQs: <LINK>
	T.		__B. HOMEWORK. <small>[includes C & D below]</small>	__D. Homework PDF: <LINK> [] Examples: <LINK>
	TYPE EXPERIMENTS			
	T.		__C. 25-50 x ANALOG TYPEFORMS.	__ 25 to 50 x Analog Letterforms: [] Examples: <LINK>
	T.		__D. 5-10 x TEXT-BASED PATTERNS.	__ 5 to 10 x Text-based Patterns: [] Examples: <LINK>
	TH.		__E. 2-4 x DIGITAL SET TYPE.	__ Word Project A: 2 to 4 x digital set type. [] Examples: <LINK>
WEEK 04.	TH.		__F. 2-4 x ANALOG TYPE.	__ Word Project B: 2 to 4 x analog type [] Examples: <LINK>
	T.		__G. 2 x HAND DRAWN PHRASE.	__ 2 x Hand Drawn Phrase. [] Examples: <LINK>
	T.		__H. 2 x LETTER ENVIRONMENT.	__ 2 x Letter Environment. [] Examples: <LINK>
	T.		__I. 2 x TYPE COLLAGES.	__ 2 x Typographic Collages. [] Examples: <LINK>
	TH.		__J. 2 x INTERSECTING WORDS.	__ 2 x Intersecting Words. [] Examples: <LINK>
	TH.		__K. 1 x TYPEFACE.	__ 1 x Experimental Typeface. [] Examples: <LINK>
WEEK 05.	TH.		__L. 16 x TYPOGRAPHIC SYSTEMS. <small>5x5 Booklet-Booklet Setup & Printing</small>	__ 16 x Typographic Systems. [] Examples: <LINK>
	DESIGN ARTIFACTS			
	T.		__M. 4-8 x SMALL CARDS. <small>Setting up templates for Cards in AI</small>	__ 4 to 8 x Small Cards. 2"x3.5"
	T.		__N. 4-8 x POST CARDS.	__ 4 to 8 x Postcards. 4"x6". Setting up templates: <LINK>
	T.		__O. 3 x FOLDING POSTERS.	__ 3 x Folding Posters. 10"x15"
	TH.		__P. 1 x MINI BOOKLET.	__ 1 x Mini Booklet. 3"x3"
	TH.		__Q. 3 x THREE FOLDS.	__ 3 x Folds. [various sizes]
	TH.		__R. 1 x 5X5" BOOKLET.	__ 1 x Larger Booklet. 5"x5"
WEEK 06.	TH.		__S. 1 x ENVELOPES.	__ 1-3 x Envelopes. 4"x6"
	FINALIZING PROJECT			
	T.		__T. ACQUIRE BOX.	Borrow clear box in classroom or purchase your own box. 7.5"x5"x2.5" Amazon: <LINK>
	T.		__U. PRINT DESIGN ARTIFACTS.	
T.		__V. TAKE PHOTOS.	I recommend taking at least 20 photos.	
TH.		__W. MAKE PREZ.	Prez Examples. <LINK> Prez Tutorial Video. <LINK> Prez Template. <LINK>	

RUBRIC.

LAYOUT LETTERING & TYPEFORMS

TYPE BOX.

- 0 DRAFT QUALITY
- 1 DEVELOPING
- 2 MEETS EXPECTATIONS
- 3 ABOVE AVERAGE
- 4 STELLAR

#	Rubric Criteria	Design Artifacts:	Type Experiments:	Final Type Box:	
1.	Formal Qualities. [Elements & Principles of Design]. Examples include: ___Compositional qualities (layering & balance). ___Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value. ___Color Pallet includes students own mixed colors and not the default colors. ___Has the student successfully solved the compositional qualities of the work?	<ul style="list-style-type: none"> ___ Small Cards. ___ Post Cards. ___ Folding Posters. ___ Mini Booklet. ___ Three Folds. ___ 5x5" Booklet. ___ Envelopes. 		<ul style="list-style-type: none"> ___ Printing & Prototyping. Did student Complete all Type Experiments & Design Artifacts? ___ 20 Photos of Finished Type Box. ___ Cohesive Color & Experimentation with Pallet. 	20%
2.	Experimentation, Originality, Visual Language. Examples include: ___Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___Range & Variation in form, line, pattern. ___Uniqueness of Form and implementation of successful design decisions. ___Are objects / compositions sophisticated? ___Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___How are compositional aspects balanced? ___Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___Are there unique elements that express voice. ___Form experimentation with cohesive shape, size, scale, line, weight, etc. ___Range and Variation in form, line, pattern. ___Experimentation with minimal and complex forms. ___Uniqueness of Form and implementation of successful design decisions.		<p>Overall Experimentation with Type. Examples include: ___Does work consider: Typeface Selection, Styling, Pairing, Kerning, Tracking, Leading, Typographic Hierarchy, Typographic Systems, Hand Drawn Type, Custom Type, Experimentation with Size and Scale. ___Is there a thoughtful selection of well designed typefaces that were chosen for the layout? ___Was there an effort to try different orientations, and adjustments mixing typefaces considering size and scale. ___Did student try different spacing options and adjustments mixing different types of spacing together to create a sophisticated aesthetic. ___Did student try different weights and styles like Bold, Light, Condensed, Italic, Thin, Ultra Thin, etc. ___Is there a sense of hierarchy and scale in the overall layout and within each individual micro composition? ___Was scale used as an important factor to distinguish this order of hierarchy? ___Does the hierarchical order make sense?</p>	<ul style="list-style-type: none"> ___ Overall Cohesiveness. Is the aesthetic direction & theme connected? ___ Color Pallet includes your own mixed colors and not the default colors. ___ Does the color pallet connect across all of the design artifacts effectively? 	15%
3.	> Technical Skills: Adobe Illustrator. Examples include: ___Technical development of Illustration skills & embracing digital tools. ___Vector Technical Skills. ___Crafting of vector objects.				10%
4.	Visual Presentation, Followed Submission Instructions. Examples include: ___Is student working on process and developing their work. ___Did student work on sketches? ___Did student perfect compositions to completion considering the Elements and Principles of Design?				10%
5.	Design Process + Design Thinking. Is evidence of the design process present? Examples include: ___Did student experiment with their design process during the assignment? ___Is student working on process and developing their work. ___Did student work on sketches? ___Did student perfect compositions to completion considering the Elements and Principles of Design.? Design process can include brainstorming, visual research, aesthetic awareness, variation experimentation, "formstorming", different design techniques [Kit of Parts], etc. See <i>Graphic Design Thinking</i> and <i>Graphic Design the New Basics</i> , by Ellen Lupton for suggestions.		<ul style="list-style-type: none"> ___ Survey of Memories. ___ 10 to 20 x Language Experiments. ___ 25 to 50 x Analog Letterforms. ___ 5 to 10 x Text-based Patterns. ___ 2 to 4 x Analog-base Word Project. ___ 2 to 4 x Digital-base Word Project. ___ 2 x Hand Drawn Phrase. ___ 2 x Illustrated Letter Environment. ___ 2 x Typographic Collages. ___ 2 x Intersecting Words. ___ 1 x Expressive Typeface / Alphabet. ___ 16 x Typographic System experiments. 		15%
6.	Self-Driven Critique, Peer Critique, & Studio Culture.				10%
7.	Professionalism + Positive & Critical Thinking.				5%
8.	Time Management + Required Experiments. ___Did student complete all required experiments?				15%
9.	Is Work Late? -20%				