



**Visual
Communication
Studio**

De Angela Duff • Fall 2006

HOMEWORK EXERCISES Wk 11 • DUE NEXT WEEK

ASSIGNED SHOW & TELLS:

- T-26 – no book
- Emigré – no book
- House Industries
- David Carson (type & photo)

READ:

BOOK: Design Basics Index by Jim Krause

- **p. 230-241:** components: typography

DO:

IN ILLUSTRATOR

- 8" x 8" stroked, square picture plane on 8 1/2" x 11" paper
- Digital File for Class Crit
- Color Printout for Portfolio
- Use Color Wheel and Continue to Explore Color Relationships
 - Primary colors
 - Secondary colors
 - Tertiary colors
 - Achromatic colors (grayscale)
 - Analogous colors
 - Warm Colors
 - Cool Colors
 - Neutral Colors
 - The contrast of hue
 - The contrast of value (or light and dark)
 - The contrast of warm and cool
 - Complementary Colors

A. Letter Forms in Color

- This exercise involves removing as much of the letter as possible while leaving enough to allow its identification as serif or sans serif.
- This assignment brings into focus those qualities of a letter that make it different from others.
- It is not important to end up with a letterform that is immediately identifiable as a letter
- **Do not distort the integrity of the letter.**
- Experiment! Play! Be Fearless!
- Convert type to outlines.
- Select a different color relationship from above for each one.

1 composition using 2 to 3, **serif or slab serif** letterforms

1 composition using 2 to 3, **sans serif** letterforms

1 composition using 2 to 3, **sans serif AND serif** letterforms

1 composition using 2 to 3, **decorative, script AND/OR digital effects** letterforms

B. Characters Forming Lines in Color.

- Use negative tracking and kerning.
- Select a color relationship from above

1 composition using 2 alternating letters as **straight** lines.

C. Characters Forming a Curved Line in Color.

- Use negative tracking and kerning.
- Select a color relationship from above

1 composition using 2 alternating letters as **curved** lines.

D. Composition of words as expression in Color

(See Examples on class website)

- Use the three words below
(or three expressive words of your choice)
- 1 word per composition for a total of 3 compositions)
- **Do not repeat the word (use it only once) within the composition**
- **Do not create an illustration from the letterforms**
- Explore their expressive quality by varying the size, position, spacing, or weight of the individual letters.
- Sometimes an unexpected effect can be achieved when the typographic solution contradicts the meaning of the word, setting “big” with small type, for example.
- Select a different color relationship from above for each one.

1 composition using the word, **playful**

1 composition using the word, **surprise**

1 composition using the word, **horror**

E. Composition of words as units (in repetition) in Color

- Use the three words below separately (one word per composition for a total of 3 compositions)
- Repeat that one word within the composition
- Select a different color relationship from above for each one.

1 composition using the word, **Directions**

1 composition using the word, **Cross**

1 composition using the word, **Layer**

BY HAND

- Use an 8"x8" square picture plane
 - by trimming compositions with exacto knife (or scissors if you can cut straight) OR
 - printing a stroked picture plane on 8 1/2" x 11" and pasting within
- Cut letters from printed materials (i.e. magazines, newspapers, brochures, bags, etc).
- Use a variety of typefaces with torn and/or cut edges.
- Pay attention to the overall composition; it should be more than just a random selection of type.
- You may also incorporate images into the design.
- Select a color relationship from above

F. Ransom Note in Color (See Examples on class website)

Create a **ransom note** with the following text:

Listen Up!
I'm holding your pet gerbil.
Return my iguana or else.
(your name)

On a separate piece of paper (ideally tracing paper), roughly trace the shape of each letter and **label the letter's classification.**

Type Classifications:

- Serif
 - Slab Serif
- Sans Serif
- Script
- Monospace
- Novelty / Decorative & Display
 - Typewriter
 - Digital Effects / Techno
 - Western
 - Stencil
- Black Letter
- Dingbats