VCS

**Visual
Communication
Studio**

De Angela Duff • Fall 2007

FINAL

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==*Assigned* Monday 11/19/07 • *Due* Monday 12/03/07==

ATTENDANCE IS MANDATORY FOR THE FINAL

- If you turn in your final **BEFORE** the due date, knowing that you will be absent on the final, 40 pts will be subtracted from your final project grade.

- If you attend the final **WITHOUT** a finished project, you will receive up to 40 pts for your presence and participation.

- **AFTER 4:10pm** on the due date your final is considered late

  - # A late final WILL NOT be accepted under any circumstance

Typeface Poster
Select a typeface you love or hate, write a short essay, then design a poster to inform people about the nature, history, or characteristics of your typeface. The essay should contain a short bio of the type designer, and the history & characteristics.

For the final, everything you have learned so far in visual communication studio will be utilized in the poster. Issues of composition/layout, typography, image, visual hierarchy, emphasis, negative/positive space, and proximity will be called into play.

Utilize the visual language we have learned throughout the semester: point/mark, line, shape, texture, type, image, and composition.

For the final, things you should consider:
1. Message
2. Method of production (haptic, digital)
3. Medium (i.e. paper, aluminum, glass, etc.)
4. Format (horizontal or vertical; square or oval, etc.)

- Size: 16"x20", 18" x 24", or larger

- Use one of the typographic systems from Kimberly Elam's book Typographic Systems
    - Axial
    - Radial
    - Dilatational
    - Random
    - Grid
    - Modular
    - Transitional
    - Bilateral

- Use a specific color family
    - Achromatic colors (grayscale)
    - Primary colors
    - Secondary colors
    - Tertiary colors
    - 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
    - The contrast of complements

- Incorporate a photograph(s) (300 dpi, CMYK)
  OR
  an illustration(s)
  OR
  both to communicate with type and images.

  DO NOT USE IMAGES FROM THE WEB

- You must incorporate type. Include the name of the typeface as display type.
- Include all or some of the alphabet and most characters (punctuation and numbers).
- Designer bio
- Typefaces: The one you have researched. If you have a typeface that can't be used for text–one with only caps, for example–you are permitted to use a second face for the body copy. All display type must be your typeface.

- SPELLCHECK

- Don't forget to convert type into outlines if you are using Illustrator or rasterize your type if you are using photoshop
  OR
  take the fonts you are using to the service bureau

- Don't forget to also take the photoshop file to your service bureau of choice if you place an image inside of Illustrator.

- Remember, in arranging for output: Call them NOW!!!! Get prices. Get turnaround times /deadlines.

Here are some suggested output services:

Look at samples. Inquire about the use of different kinds of paper or fabric if your design lends itself to this inquiry.

Typo
Anderson Hall
UArts
6th flr

Adams Graphics
(215) 557-7376
211 N 13th St # 903
Philadelphia, PA

The Type Connection
1315 Walnut Street, Philadelphia, PA 19107
(215) 735-1700
(215) 633-5225
(800) 289-6664 (toll-free)

Color Reflections
400 Green St, Philadelphia, PA 19123
(215) 627-4686
(215) 627-9030 (fax)
(800) 972-0009 (toll-free)
http://www.color-reflections.com/

Only use **KINKO's** as a last resort

Stop by or Call them NOW!!!! Get prices.

Get turnaround times / deadlines.

Don't wait until the last minute!