VCS

Visual Communication Studio

De Angela Duff • Fall 2007

HOMEWORK EXERCISES Wk 11 • *DUE NEXT WEEK*

ASSIGNED SHOW & TELLS:

- o   T-26 – no book – Ben
- o   Emigré – no book – Drew
- o   House Industries – Isaac
- o   David Carson (type & photo) – Matt
- o   Stefan Sagmeister (type & image) – Pat

READ:

- **BOOK: Introduction to Two-Dimensional Design:**
  Understanding Form and Function by John Bowers

  - o   Chapter 1, Defintions, Sources, and Roles
  - o   Chapter 3, Elements and Interactions

- **BOOK: Thinking With Type: A Critical Guide**
  by Ellen Lupton
  - o   10-60 & 104-105, Letter

DO:

IN ILLUSTRATOR

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

A. LETTER FORMS IN COLOR

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

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

1 composition using 2 alternating letters as **straight** line**s**.

C. CHARACTERS FORMING A CURVED LINE IN COLOR

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

1 composition using 2 alternating letters as **curved** line**s**.

D. COMPOSITION OF WORDS AS EXPRESSION IN COLOR
(See Examples on class website)

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

F. **FOUND COMPOSITION(S) USING TYPE**
Find *at least* 3 different types of letter classification

- Bring in the digital file or files
  OR
- Color print out(s)
  (You don't need to print for class, but need to print for portfolio eventually.)

  - Take digital photo(s) of the real world **or**
  - Scan imagery from any sort of printed material
    (magazine, book, poster, album cover, photo, etc.) **or**
  - Capture a video still or DVD

  Label the letter's classification:
  - For digital files, use a separate layer of type on top of the image
  - For printed material, use a sheet of tracing paper to label

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