

## Typographic Design III

Instructor: Prof. Childers pchilders1@mac.com

### WEEK 2

Type diversity

### PRESENTATION:

Arrive in class with all studies printed on 11 x 17" paper.

Bring information on the variations of type used to present it in class.

### CRITERIA:

- Five studies due at 11:30 am
- Studies should vary as much as possible.

**GOAL:** Use diverse typography to create compelling posters.

**OBJECTIVE:** Examine the diversity and versatility of typographic families  
Consider the totality of the composition using a grid  
Expand civic knowledge

### POSTER

The purpose of any poster is to communicate a message. To do that, a poster must first grab a viewer's attention. A poster is seen while someone is on the move—driving, riding, or walking by—so it must be engaging enough to capture attention.

#### COMPOSITION BASICS

- **Grab attention.** A poster can *persuade* only if it attracts someone's attention, if it pulls someone in.
- **Be distinctive.** To *attract attention*, a poster must be visually interesting as well as different from its surroundings.
- **Communicate key messages.** *Hierarchy* plays strongly into how well your composition communicates the key messages. Once a *focal point* ushers the viewer into the composition, the composition should guide the viewer to establish visual connections among elements.
- **Emphasize one element.** Since a poster is seen from a distance, ensuring all component parts act in concert to form a *cohesive entity* is paramount. Your poster needs to grab a person's attention amid all the other visual clutter.

Your poster must convey the excitement of contemporary design to an audience of designers and students. The information itself (the text) must constitute the "imagery" of the poster.

In addition to creating a logical and legible order, seek to impart the information with a distinctive and engaging visual identity.

### HOMEWORK

Each of us has a story to tell – compiled from the rich reservoir of our history, our life experiences, our neighborhoods, our creative vision. These distinctive details are what make us unique. But often, our stories intersect, overlap and are stitched together by our shared experiences. Together they create the beautifully diverse tapestry that is New York City . . . and Brooklyn. A diversity that makes our community strong.

In this assignment you explore and define distinctive experiences and diverse aspects of our community through typography.

## REQUIREMENTS:

Paper: 11 x 17 inch. Center a 10.5 x 16.5 inch rectangle with a 2 point black ruled frame.

Create text for Problem 1 and Problem 2. Text is described below.

Only black and white (and grey,) NO COLOR

Use a horizontal and vertical grid to organize.

Use one type family for each poster.

Use a different type families for Design Problem 1 and Design Problem 2, but make sure the typefaces work together. One part must use a serif face and the other a san-serif face.

Choose a typeface with a diverse character set to make your poster typographically richer. Your super-family handout has suggestions. **Don't use display or script type.**

## PROCESS:

Break up the content into larger and smaller parts. Move it around the page.

Choose a type family that best represents the content.

Explore numerous variations, using just one type family per poster.

Signal each part of the typographic **hierarchy** using type style, size, placement, alignment, line breaks etc.

### Part 1 Create two or more variations.

Write a set of facts and characteristics about your life: your name, and six other characteristics as lists and short paragraphs. (examples of characteristics: your neighborhood, major and minor, other interests, your birthday, style, favorite musicians, artists, writers, important people in your life, etc)

In addition to creating a logical and legible order, seek to impart the information with a distinctive and engaging visual identity.

### Part 2 Create two or more variations.

Choose a local neighborhood that you frequent and have a type photograph for (from Tumblr or other.)

Write a set of facts and characteristics about your neighborhood: the neighborhood name, and six other characteristics as lists and short paragraphs. (example of characteristics: how would someone describe the neighborhood to someone who has never been there? characteristics of the local population, type of buildings, neighborhood, location, type of commerce, how the neighborhood developed, characteristics of the local population, type of buildings, describe the majority of signs.

In addition to creating a logical and legible order, seek to impart the information with a distinctive and engaging visual identity.

### Part 3 Create one or more variations.

Copy one of your completed posters for this assignment (from part 1 or 2.)

Place and crop your photograph from your neighborhood type collection. Incorporate it in your poster.

While maintaining as much of the original type composition as possible, alter it to make it legible. Manipulate the hierarchy of the image and text. Text and image can overlap. You may need to darken the photo, lighten the photo, make the type white or black, shift the grid, etc. You can eliminate some text if necessary. How much do you need to change the original poster or image to make it work?

## CHECK LIST

Did you:

- Use multiple type sizes, weights and styles to create energy and excitement.
- Use a grid to activate all the space.
- Create alignment relationships?
- Use variety in a consistent way.

See examples of studies on the following pages

