



Form and Communication / Creative Work

Saving your files:

Save your InDesign file as:

ADV1227_yourname_projectname

then save again as a PDF:

go to File > Export > Adobe PDF (Print).

Drop both files into your folder on the

Dropbox.

Part I: Typographical Patterns

5th column: Typographical Pattern

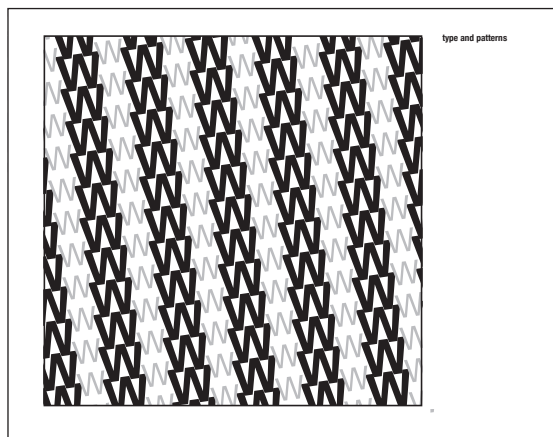
Columns 1 to 4

Create an all over pattern with a letter (ONE LETTER, related to performer, we will discuss the project in class)

- It is ok to use cap or lower case letters
- NO other elements other than the letter itself can be included
- Create a square that encompasses the four left columns that is 47p wide, 45p tall.
- Using the technique we will cover in class, mask out the area that will contain the pattern. Be sure to give the box a stroke.

Use our grid this way.

Use 1pt border in the 4 column area to the left (5th column for headings)





Part 2: Embellished Quote

5th column: Embellished Quote

Columns 1 to 4

What is an embellished quote?

Use the text from

- lyrics
- poems
- famous quotes
- famous lines from a movie
- interesting line from biography

Create an interesting typographical composition, using only text, although lines or basic shapes are fine.

Part 2: Logotype

5th column: Logotype

What is a Symbol ? What is a logotype?

- Emotion and character

Create a Logotype for your performer

Use the performer's name. May use graphics, lines, illustrations (no photographs)

Columns 1 to 4

Create a Logotype for your performer

Use the performer's name. May use graphics, lines, illustrations (no photographs)

