



Typography

2nd In-class exercise: Exploring Typography

Our main foci for the in-class exercises is for introducing and exploring the fundamentals and conceptual of typography. Depending on the progress of the class, the number of assignments shall be changed or altered. Be advised that you need to work on the exercises outside of class periods as well.

Type as Image, Image as Type **Experimenting with other methods of type creations**



Source: Kok Cheow Yeoh

Applying your understanding about the characteristics of display type which will be entirely hand-created, experiment with different ways such as burning, scratching, stitching, tearing and so forth to create your own typeface for New Albany's renovated "Farmer's Market." Initially hand-created as a process to encourage experimentation, you will complete later stages of the signage using appropriate computer software.

Do not use readily available fonts from the computer for "Farmer's Market" but you may do so for the operation hours and sponsor information. In doing so, put some thoughts in reflecting and testing the relationships of the computer generated typeface and yours.

Finally, document the process and the final result (jpeg) must consist of a superimposed image of your signage design on the actual signage space where the market is located. Present your ideas from several viewable angles.

Schedule:

Wed 9/9 – 2nd Exercise assigned. Work in class.

Mon 9/14 – Work in class. Refinement. Critique. Finalize for Sep 16.

Wed 9/16 – 2nd Exercise DUE. Presentation. Don't forget your process notebook. Bring materials necessary for next class.