

1. Project: Type has a Personality

Read: TYPE RULES Chapters 2, 3, and 4 (up to page 67)

If you were a typeface, what would you be?

Before you answer, consider this for a bit more fun: You could answer with your most-favorite or most-used typeface, but let's make this more interesting. Answer with the typeface whose qualities best resemble your own. Plus, give some good biographical info on the typeface—year, designer, background, etc. Fun and informative! I'll go first:

I am Garamond (in the font)

Garamond is the name given to a group of old style serif typefaces named for the punch-cutter Claude Garamond (c. 1480-1561). A direct relationship between Garamond's letterforms and contemporary type can be found in the Roman versions of the typefaces Sabon, Granjon, Stempel Garamond, and Adobe Garamond.

Garamond's letterforms convey a sense of fluidity and consistency. Some unique characteristics in his letters are the small bowl of the "a" and the small eye of the "e". Long ascenders and top serifs have a downward slope.

Apple Garamond

Upon the introduction of the Macintosh in 1984, Apple adopted a new corporate font called Apple Garamond. It was a narrow variation of the classic Garamond typeface. In cases when the Apple logo was accompanied by text, it was always set in Apple Garamond. Aside from the company name, most of Apple's advertising and marketing slogans such as "Think different." used the font as well.

Anything Apple is Me.

Then:

1. Find your font
2. Write a paragraph about the font you have selected
3. Design a business card, letterhead and envelope with only type and a layout in Illustrator.
 - The card should include your name, the words Graphic Designer, your street address, email address, phone numbers.
 - You can use two Pantone colors and transparent versions of those colors
 - The typeface characters may not be manipulated in any way (NO FILTERS•DO NOT STRETCH TYPE). You may not add any graphic elements. To convey your meaning think about size, placement on the page, orientation, direction.
 - Business Card Trim Size: 3.5" x 2" Bleed size: 3.625" x 2.125"
 - Letterhead Trim Size: 8.5" x 11" Bleed size: 8.625" x 11.125"
 - Converted Envelope: see template

2. Project: Type has a History

Read: TYPE RULES Chapter 1, 4 (from page 74-81), 5, 7, 8

Project: Type History Postcards

You will be assigned a historical time period and a type designer. Convey the meanings and/or feelings of the time period and the designer through type and image. The typeface characters may not be manipulated in any way (NO FILTERS•DO NOT STRETCH TYPE).

1. Prepare images in Photoshop (CMYK, 300dpi, and scaled to fit)
2. Write brief copy
3. Design cards in InDesign (5x7) with .125 bleed
4. Use CMYK
5. Second side setup for mailing (follow postal regulations)

3. Project: Type has a Culture

Read TYPE RULES Chapters: 6, 9, 10

Lecture: stereotyping

Celebrating The Lunar New Year

Two Posters and Two Flyers

1. Design one poster using photography and the other using illustration
2. Convert poster concepts to flyer size (readjust as needed to this new layout size)

Posters Size: 13" x 19"

Flyers Size: 8.5" x 11"

3. First you will need to research what is "Lunar New Year"
4. Make sketches
5. Do image making in Photoshop and Illustrator and do layout and typesetting in InDesign

4. Project: Vote

Scenario: You are a graphic designer working for a graphic design firm. The "art director" has given you the task of designing a poster to get young people to "vote" in the upcoming presidential election.

Audience: 20 somethings that may not vote unless they have a reason that affects their lives.

1. Research what are the issues for this age group and what will make them stop and think if they see this poster.
2. Write copy and Headline
3. Pick an image that reflects the concept

The poster will be 13x19 with a ½ inch margin.

5. Project: Wine Label, Invitation, Feature Article

Scenario: You are a graphic designer working for a graphic design firm. The "art director" has given you the task of designing a wine label to focus on an endangered species and an invitation to a wine tasting-fundraiser. The process you will use includes research, idea exploration, and concept development. Using the techniques for creative thinking, you will show thumbnails to the art director for sign off. Use the name of an existing winery and their identity.

Audience: The Winery is looking to capitalize on the recent explosion in 21-35 year-old wine-buyer market.

1. LABELS

Front label:

Name

Vintage

Info: 750ml

Back label:

Address: (of Winery)

Government Warning: (1) According to the surgeon general, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.
(2) consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

2. INVITATION

This wine tasting is to be held at the winery to introduce this special vintage. Foods that compliment the wine will be served. In the invitation briefly describe the wine, the fundraising event for your selected species, a list of the foods that will be served and directions to the winery (include the envelope).

Write copy and include an RSVP

3. FEATURE ARTICLE

Design a one-page magazine feature article about your endangered species and the new wine.

See article information

Construct a grid six columns with a ¼" margin, and then choose a minimum of three fonts that you can use for the copy, headlines, and captions.

You will need copy and images. Find information to describe the endangered species and explain that this wine is focusing on this issue.

This will be four-color and you will need to photograph the bottle to include in the article.

Develop comp (8.5 x 11) in InDesign

6. Project: Scary Stories Book

You will be finding short scary stories to use for you book. You will do your own original illustrations in photoshop or Illustrator.

Design book layout and cover.