

ART 374 Logotypes & Letterforms

Spring 2018 (3 credits)

Tuesdays & Thursdays, 2:10–4:55 pm
147 SLOAN

Department of Visual and Performing Arts
Lock Haven University

Professor: Emily Burns

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Office Location: 332 Sloan

Office Hours: Thursdays 1:00–2:00pm

P01/EX01
Drawing Letters

PROJECT 01**TYPEFACE DESIGN****EXERCISE 01:** *Drawing Letters*

Steps:

1. Observe the letter shown on the screen.
2. Draw that letter from memory.
3. Draw the letter you have been assigned, in the same style as the letter shown in pencil.
4. Receive peer feedback. Refine sketch.
5. Locate ideal point placement on sketch. Refine.
6. Scan in pencil drawing and vectorize it in Illustrator using the pen tool. Aim for a highly accurate drawing! Refer to the point placement printout for tips on proper placement.
7. Print out digitized letterform. Receive peer feedback, refine digitally.
8. Save work as a PDF document. Email PDF to ecb307@lockhaven.edu and be prepared to share them in class.

DUE:

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P01/EX02

Mood Board

**PROJECT 01
TYPEFACE DESIGN**

EXERCISE 02: Mood Board

Steps:

1. Look up typefaces, type designers, lettering, calligraphy, etc. to look for ideas and inspiration for a new typeface that you will design. Look at various styles as preliminary research and try to narrow down your selections as you go. The final mood board should inform your design, so while different elements of each source image might inform a different element of your design, strive to create a board that feels cohesive.

2. Save images of type or other imagery that you find interesting and that might inform your design process.

3. Place all of the images together in a layout in InDesign in an organized fashion, using a basic grid, as if you might show a client your research in a professional setting.

4. Take notes about your sources so that you can refer back to them throughout the design process as well as give attribution to the creators. Include a typed list of sources with your document. Be prepared to share and explain your research and sources with the class.

5. Export your notes and mood board as a PDF (2-pages) and Email PDF to ecb307@lockhaven.edu. Bring a black and white printout (color optional) with you to class.

6. Save work as a PDF document. Email PDF to ecb307@lockhaven.edu and be prepared to share them in class.

DUE: Tuesday, 01/30



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P01/EX03
Type Overlays**PROJECT 01**
TYPEFACE DESIGN**EXERCISE 03:** Type Overlays

Steps:

1. Choose one typefaces from the list, either serif or sans-serif.
2. Create a vertically-oriented 8.5 x 11 inch document in InDesign or Illustrator, with 3 pages.
3. Type different letters that have shared characteristics to create related pairs or groups. Create 6 total overlays.
For instance: lowercase n and m. Use the same typeface, same weight, etc.
4. Set up two pairs per page, stacked. Each letterform should be the same point size. Outline each letter (Create outlines) so they are not longer working text, but vector images. Use 40% transparency and a different color for the top letters in the stack.
5. Write one similarity and one difference between stacked letterforms. Be specific. Use correct terminology for parts of the letters. You may use arrows or simply write a description. Examples could be segments that are the same shape, widths that are equal, etc. Also pay attention to stylistic similarities and differences as they might relate to your typeface design.
6. Label the first page with the typeface you chose.
7. Save final experiments as a PDF document. Email PDF to ecb307@lockhaven.edu and be prepared to share them in class.

DUE: Thursday, 02/01**Typefaces to choose from:**Helvetica
Futura
Garamond
Baskerville
Optima
Georgia
Gill Sans
Myriad
Minion
Avenir
Bodoni