

Art 3205

Winter Quarter 2009
M/W 2:00 pm – 4:20 pm

Applied Typography

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Office Hours: M-W 10:20-11:00/1:20-2:00/4:20-5:00
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Exercise Two Radial System

Our second project will focus on a Radial System of typographic organization. In the radial system all elements are organized to extend from a central point of focus. Examples include petals of flowers, fireworks, architectural domes, rays of sun, spokes in a wheel etc. The compositions are dynamic, as the eye is drawn to the focal point of the radial composition. The point can be implied or depicted.

Process

Each system will have three phases.

—First, will include 5 (8" x 8") hand studies mounted on 9" x 9" black construction paper. Poems will use one sans serif font, same size and weight throughout the 5 sketches. Variables will include placement, line breaks, leading, word and letter spacing.

—Second, will include 2 (8" x 8") computer studies printed out and mounted on 9" x 9" black construction paper. Variables will include non-objective elements such as rules, shapes (axis can create shape and value shifts (ie bold weight, transparency and tone)

—Third, Final Due, student will take evaluation from 7 sketches and create a final composition printed out 8" x 8" color output (all studies will be mounted at the end of the quarter).

Below is the text used for Project Two-Radial System

A Clear Midnight
by Walt Whitman

This is thy hour O Soul, thy free flight into the wordless,
Away from books, away from art, the day erased, the lesson
done,
Thee fully forth emerging, silent, gazing, pondering the
themes thou lovest best,
Night, sleep, death and the stars.

Schedule

Wednesday, January 14—Steps 1 -5 hand sketches

Wednesday, January 21—Steps 2 -2 computer sketches) Due

Tuesday, March 17—Final Study Due