

Portfolio

Typography Product Brief

This project enables learners to produce product based work by combining research, traditional box making, low-tech font creation and digital image manipulation. The stages and sections can be changed to suite the needs of the course.

Aim:

To produce a CD, insert and package for a Font. To be presented as a well researched and well developed product.

Objectives (indicative of the assessment criteria that could be used):

- Digitise material by scanning or photographing
- Analyse examples of digital techniques in others' work
- Create a range of experimental and final work using digital techniques
- Creatively combine digital design and traditional packaging techniques
- Continuously evaluate your own use of digital techniques

Part 1:

Make a list of words that relate to words, letters and writing. Use these to experiment widely with text manipulation techniques in Photoshop. Possible techniques include:

| | | |
|-----------------------------|---------------|------------------------|
| Transform –rotate – distort | Opacity | Layer |
| Drop shadow | Glow | Bevel |
| Gradient overlay | Text on paths | Using text as a path |
| Warp | Rasterize | Add Filter (i.e. blur) |

Part 2:

Analyse the creative uses of typography in CD and DVD packaging. Explain the kinds of techniques being used. There is potential here to continuously analyse others' digital work and use ideas to inform your creative use of digital techniques. You should aim for having at least 5 examples of others work with annotation. Try and make clear the connections between yours and others' work.

Part 3:

Research a font and write a "blurb" (like on the back of a book) about:

1. Who made it?
2. When was it made?
3. Why was it made?
4. What are the aesthetic characteristics?
5. What are the possible creative applications?

| | | | | |
|------------|-----------|-------------|----------|----------|
| Myriad Pro | Symbol | Baskerville | Impact | Webdings |
| Arial | Goudy | Marlett | Palatino | Courier |
| Gill Sans | Wingdings | OCR A | Times | Times |
| Garamond | Franklin | Rockwell | Eras | Verdana |

Part 4:

Analyse what it is that you need to present a font. Print out 2 examples of font presentation and break it down into its basic elements. Use this research to inform your own presentation of your font. Produce at least 2 examples of font presentation that can include:

The full alphabet.

Alphabet in different sizes.

Name of Font in the font.

Numbers.

Colours and textures.

Typography experiments.

Surface complimenting font.

Graphics complimenting font.

Alphabet in different colours.

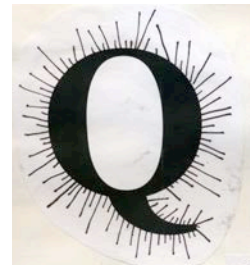
Part 5:

Use traditional techniques to enhance computer generated typography.

1. Print out the word **typography** ten times using your selected font.
2. Use traditional methods to change each word using (i.e. paint, scissors, paint etc).
3. Scan your work into the computer.

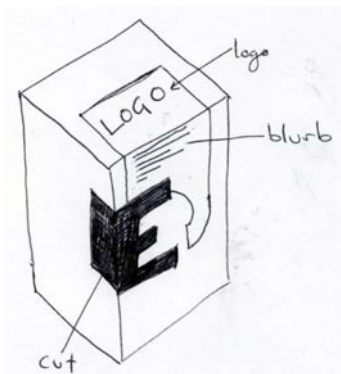
Try:

- Cutting the word up and then putting it back together again
- Crumpling it up and then flattening it
- Use pen to add details
- Use tip-ex or whitener to rub bits off
- Use white pen to draw patterns over the top
- Use gel pens to add decorations
- Tear it and put it back together again
- Use tracing paper to copy it out using pencil
- Create a stencil and spray it



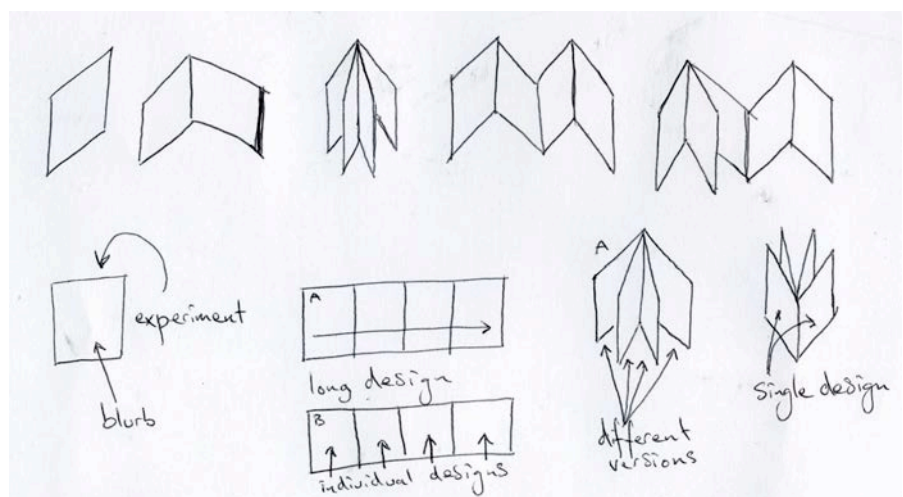
Part 6:

Create a label for your box. Scan or photograph traditional work and combine with other typography techniques and your "blurb". Try and make it look like a product with full product information and a logo. The logo should be the name of your font combined with typography techniques using your font. Print out your label and put it on your test box.



Part 7:

Decide what format your insert will take. There is potential to use your book-making skills here to create a more dynamic insert. In your sketchbook, draw out at least 3 possible forms your insert could take. Use the best one to develop using typography experiments from throughout the term.



Part 8:

Produce the final insert and box. There is potential to add further effects to your box. You could cut into it, stitch, spray, stencil, write, paint, burn etc. Remember that you are trying to sell the creative possibilities of a font and that all experiments should be done in that font.

Part 9:

1. Put all your experiments in JPEG format onto the CD.
2. Put the CD in a case.
3. Enclose your insert.
4. Put the whole case in your box.
5. Submit all your work.

You should submit:

| | |
|----------------------------------|------------------------|
| Research of others' digital work | Typography experiments |
| Continual annotation of own work | Blurb |
| Test box with label | Final box |
| CD with JPEG's | |