

## Project 4

### Experimental Typography

*Experimental Typography is...the journey of finding undiscovered, inventive, nonconventional forms of typography. One can be inventive with type through concept, medium, scale, process, research, material, and presentation. You are not only encouraged, but expected, to think differently about typography.*

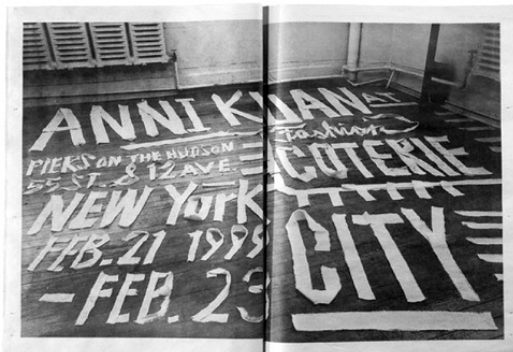
—Pablo A. Medina

#### Brief

Design a typographic poster that is created entirely by ONE non-manipulated photograph. An example of this could be to draw the type poster in salt on a table and take a photo of that composition. The poster should be 24 x 36" or larger. The content of the poster and message is up to you.

#### Objectives

- Experiment with unconventional forms of typography.
- Discover and construct typography in your physical environment.
- Analyze typography in three dimensions.
- Apply ideas about type in real space to type on a flat surface.
- Consider point of view and spatial relationships.



#### Suggestions

Your final poster will be a 24 x 36" (or larger) non-manipulated photograph, but that does not preclude research, planning, construction, layering, or any number of manipulations and digital interventions beforehand. Below are suggestions

1. Choose your theme, content, and/or text. This is that wonderful end-of-semester chance to design with your own agenda. If you're stumped for an idea, consider simply "Experimental Typography," "UMD Art & Design," "Annual Student Exhibition 2019," a song lyric, or a quotation from a favorite designer.

2. No, don't even get near a computer. Not yet.
3. Collect environmental typography. Photograph found type, signage, or objects that mimic letterforms. Use them as fragments, layers, or forms in your final design.
4. Collect typography from unusual sources: grocery, antique, used book, hardware, or dollar stores. Cereal, lint, beans, bark, hair gel, cables, and the human body can all be type.
5. Arrange, rearrange, tape, glue, tack, nail, squeeze, build, stack or spray paint.
6. Photograph it! Use a high resolution digital camera if possible so you can see your work and adjust lighting, framing, and point of view on the fly. Natural daylight works well, especially indirect light, in the shadows, or on an overcast day. Yes, photograph it from above or head on, but then try it from other angles. If your design is small and intimate use a camera with a good macro setting or zoom. If you don't have a great digital camera, try the UMD ITSS Multimedia Hub, Library 260, mmedia@d.umn.edu, 218.726.6087. Free.
7. Photographers: Can you do all of this using only light and a very long exposure? An in-camera multiple exposure? With models holding your typography? Models as typography?
8. Okay, you may use a computer and Photoshop to download your photograph, crop, and adjust lighting, saturation, and contrast and send it to the printer. No, you may not add any type or other elements once it's in Photoshop.
9. If you finish early, keep experimenting. Make one, two, or three more, and submit them as well.

#### Final Submissions:

Your final submissions are

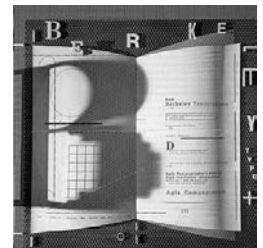
1. One unmanipulated photograph of experimental typography 24 x 36" or larger, most likely professionally printed, on high quality paper. Color or black & white, as appropriate, and yes, you are encouraged to crop the distracting white edges.
2. Digital process PDF that includes this sheet, all your research, ideation, sketches, planning, false starts, making-of photos, drafts, critique notes, and lastly your final photographs and design statement presented chronologically and professionally. File size may not exceed 20 MB, with name like this: *Steve Bardolph 4 process.pdf*
3. Project file and separate design statement PDF: tiff and psd are best for working files as they won't degrade when saving multiple times, but a high quality jpeg (not PDF this time!) is best for final submission, in class drop box.

#### Reading assignment

sagmeisterwalsh.com

edfella.com

skolos-wedell.com



#### Schedule:

April 3 (Tue): Introduce project.

April 5 (Thu): Work in class.

April 10 (Tue): Present ideas.

April 12 (Thu): Feifei Pang  
GD candidate, VCLS credit.

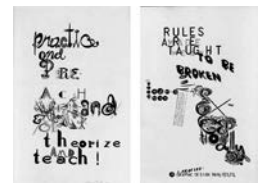
April 17 (Tue): Rough draft  
critique, bring digital photos.

April 19 (Thu): Hannah Park  
GD candidate, VCLS credit.

April 24 (Tues): Work in class.

April 26 (Thu): Final critique.

#### Due: Tues May 1



#### Final Exam Time (Project Due)

Course #: 66817

Tuesday May 1, 2018

10:00am sharp in MonH 121

to present completed posters.



# Original Quotes

“Of the voices in my head, the loudest one is mine!” - Jeremy Heere

“If you were happy every day of your life, you wouldn’t be a human being. You’d be a game show host”. - Veronica Sawyer

“Today is going to be a great day and here's why: because today at least you're you and, well, that's enough.” - Evan Hansen

## Original Quotes 2



Heathers



BE MORE CHILL

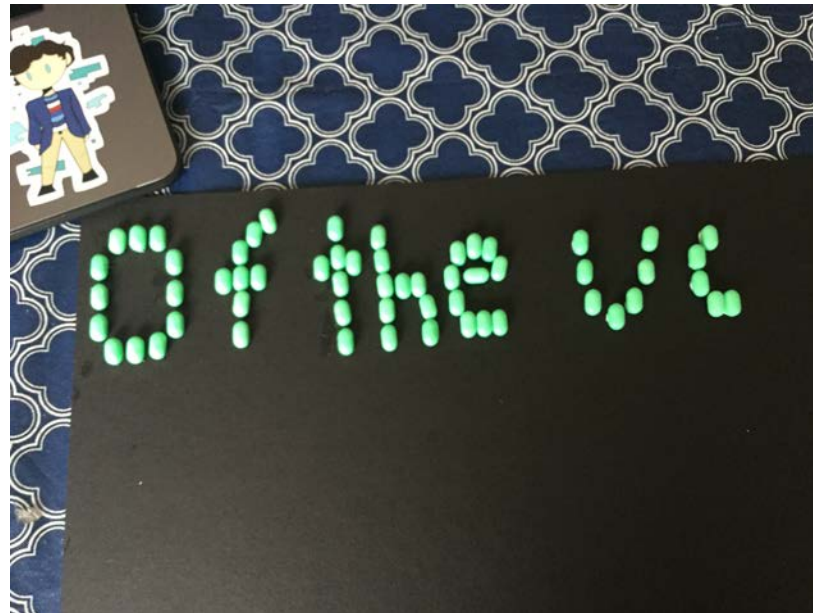
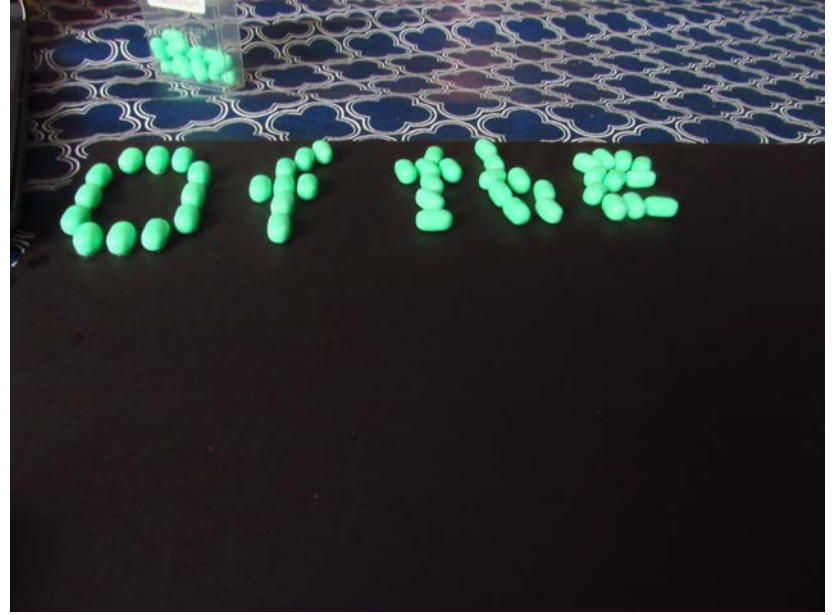


Dear Evan Hansen

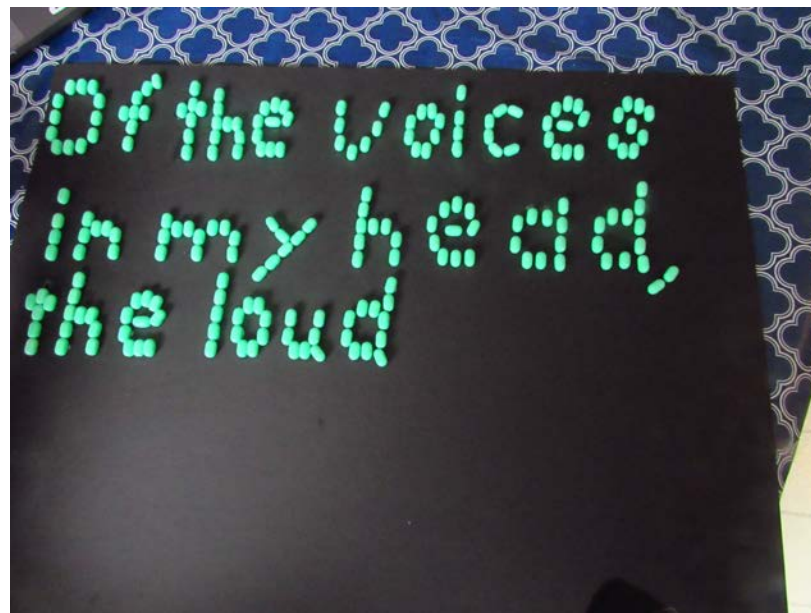
# Jeremy Heere's Quote Draft

It's the views in my  
head, the lawless  
is in the  
—— Jeremy Heere

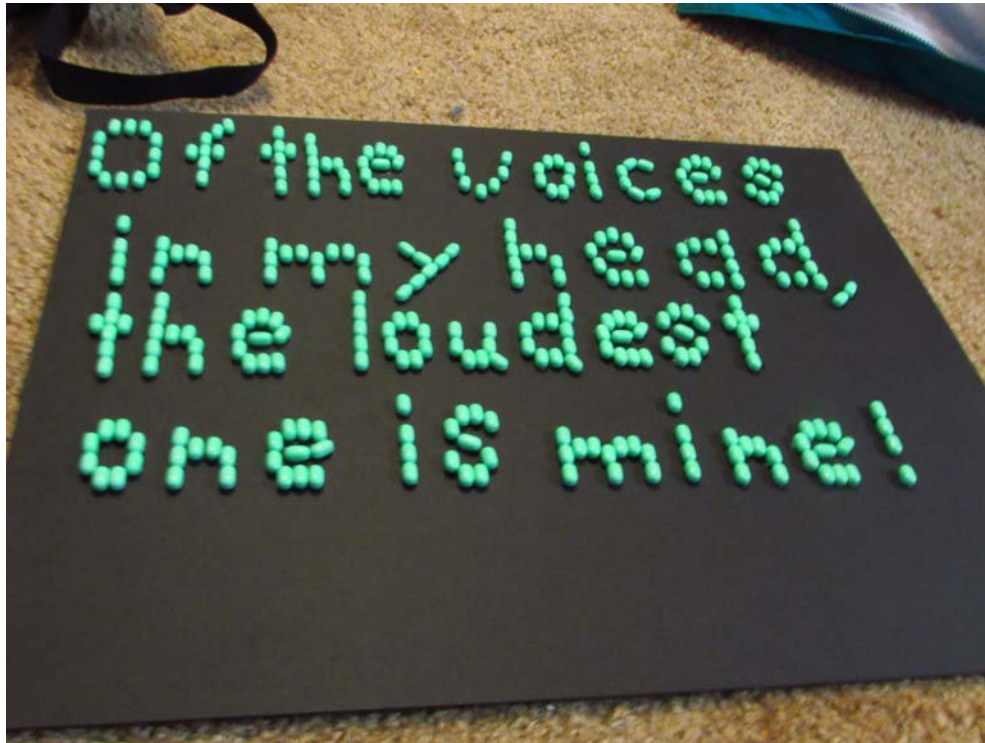
# Jeremy Heere's Quote Process 1



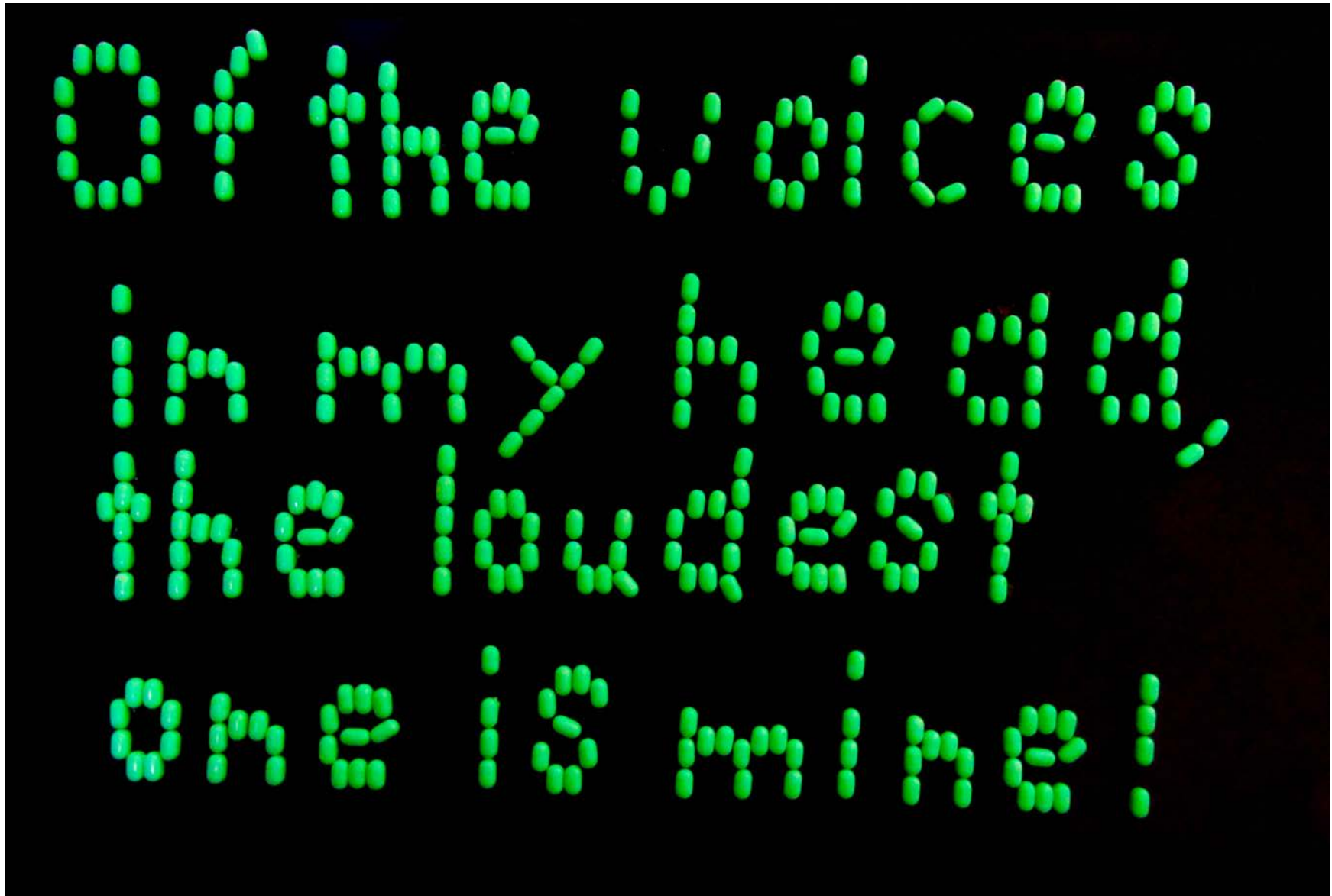
## Jeremy Heere's Quote Process 2



## Jeremy Heere's Quote Process 3



# Final Design



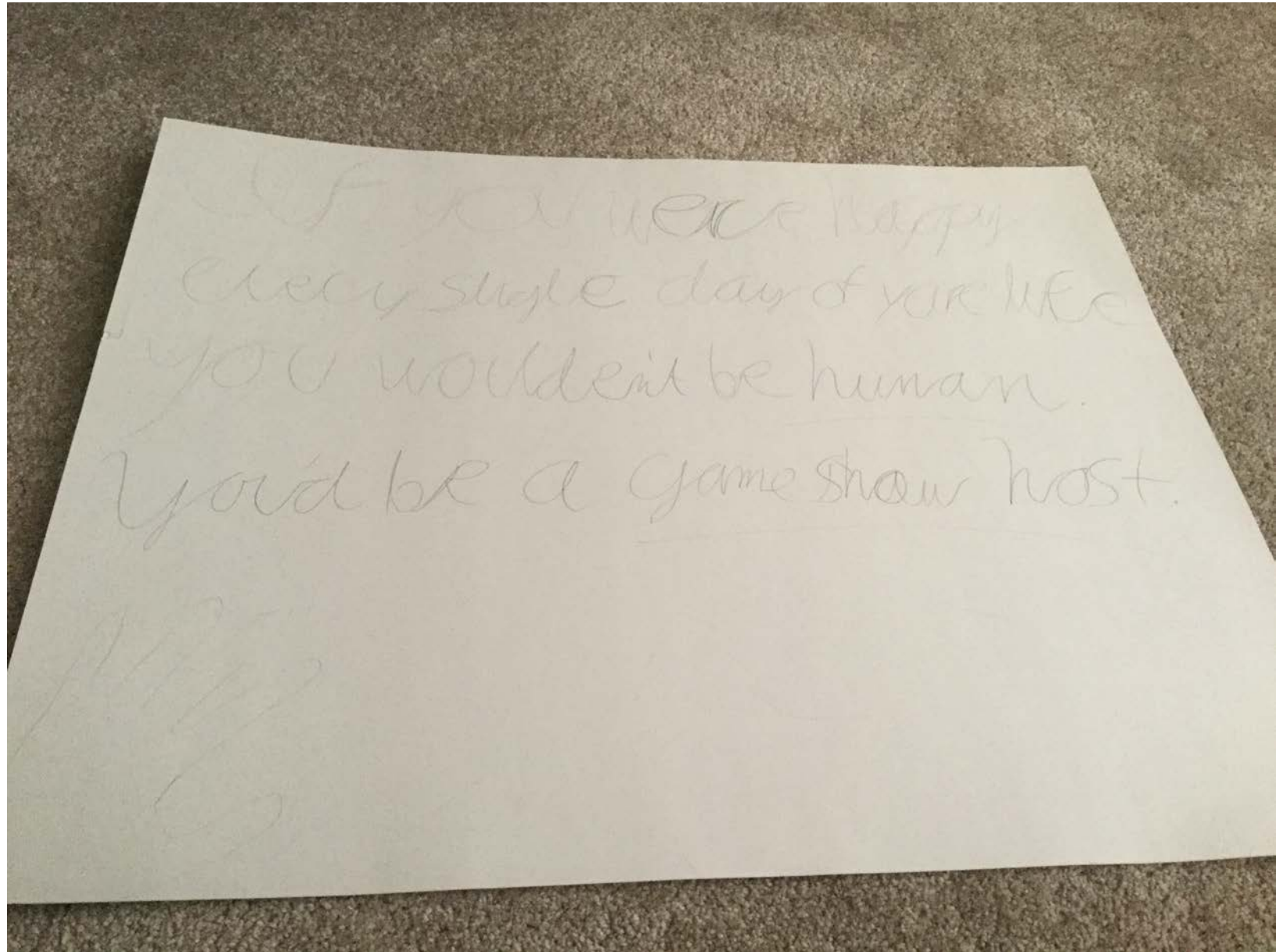


# Design Statement

**The quote I've chosen for this project is "Of the voices in my head, the loudest one is mine!" said by Jeremy Heere. The main character of Be More Chill. I chose this quote since It's the overall message of the musical/book. You can't get rid of mental illness or anxiety, but it's possible to use your own voice to overcome the voices in your head and get your life back. The reasoning for using wintergreen tic tacs was to reference the squip, which has the appearance of a tic tac as well as the taste of wintergreen.**

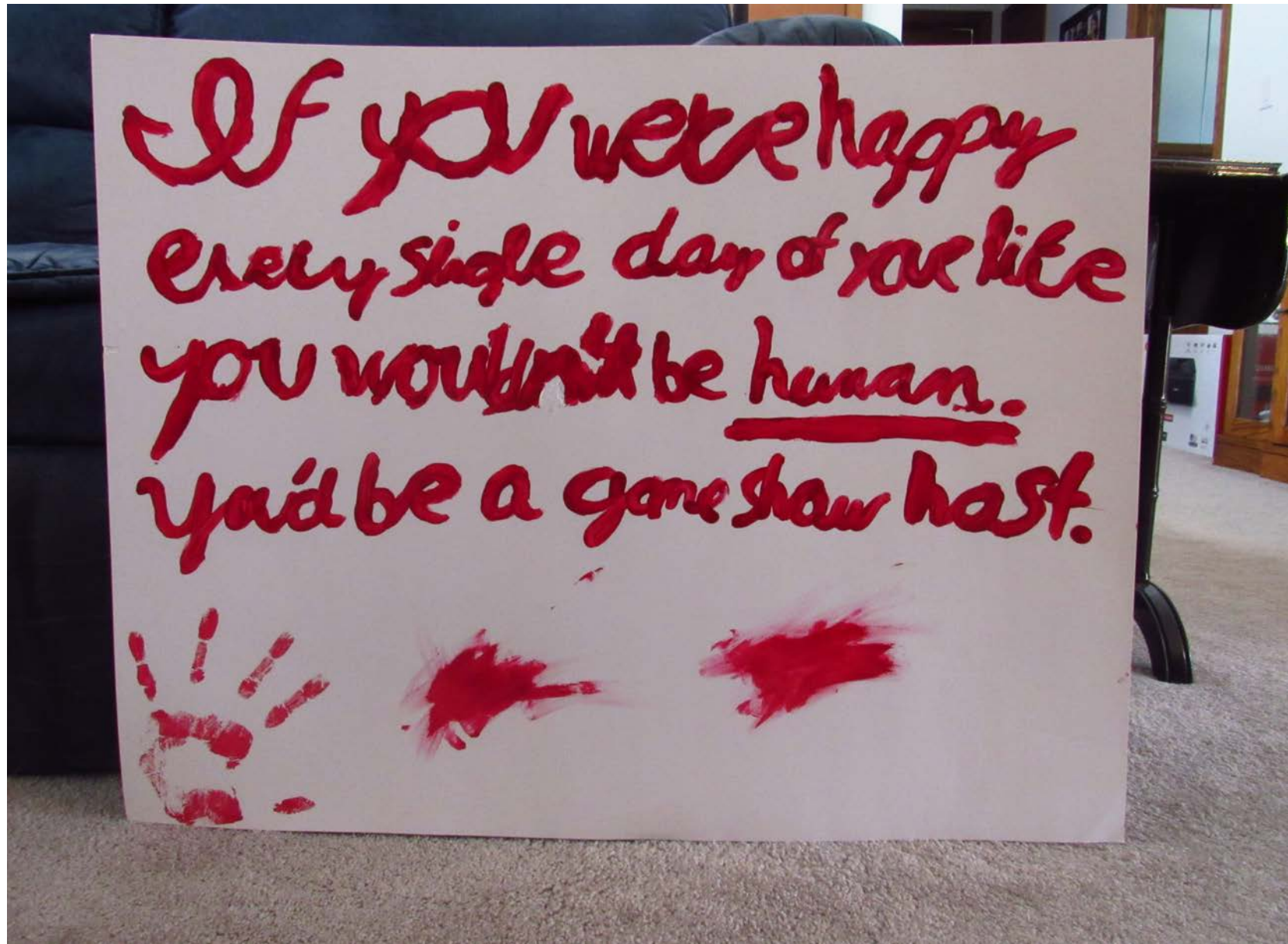


# Veronica Sawyer's Quote Process I



If you were happy  
every single day of your life  
you wouldn't be human.  
You'd be a game show host.

## Veronica Sawyer's Quote Process 2



# Final Design

If you were happy  
every single day of your life  
you wouldn't be human.  
You'd be a game show host.



# Design Statement

The quote I've chosen here was said by Veronica Sawyer from the movie/musical *Heathers*. The quote was said to her friend Heather Mc-nammara to prevent her from attempting suicide. The reasoning for the red paint is to represent the deaths of three highschool students (Heather Chandler, Kurt Kelly, and Ram Sweeny) that Veronica is partially responsible for.



# Evan Hansen Process 1

today

is

gonna

be

a

good

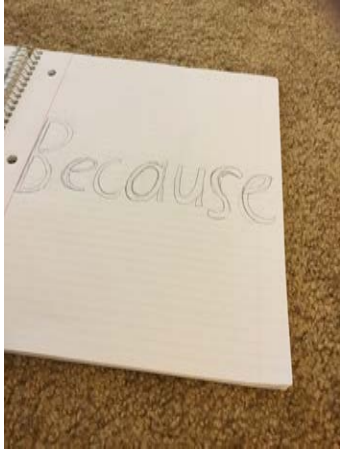
day

and

here's

why...

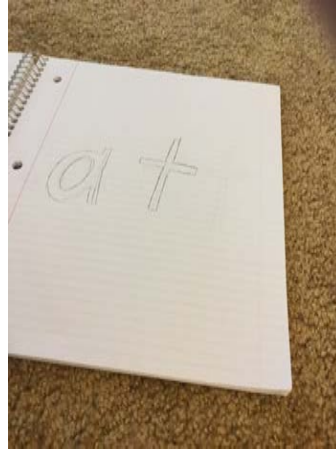
# Evan Hansen Process 2



Because



today



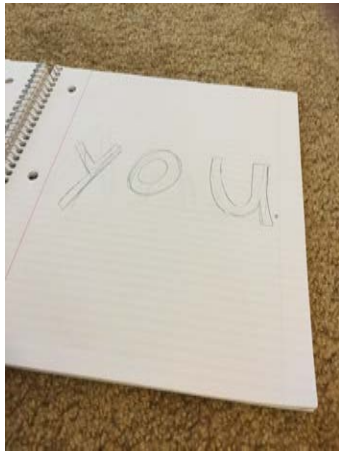
at



least



you're



you.



And



that's



though.

# Evan Hansen Process 3

Today is gonna

be a good

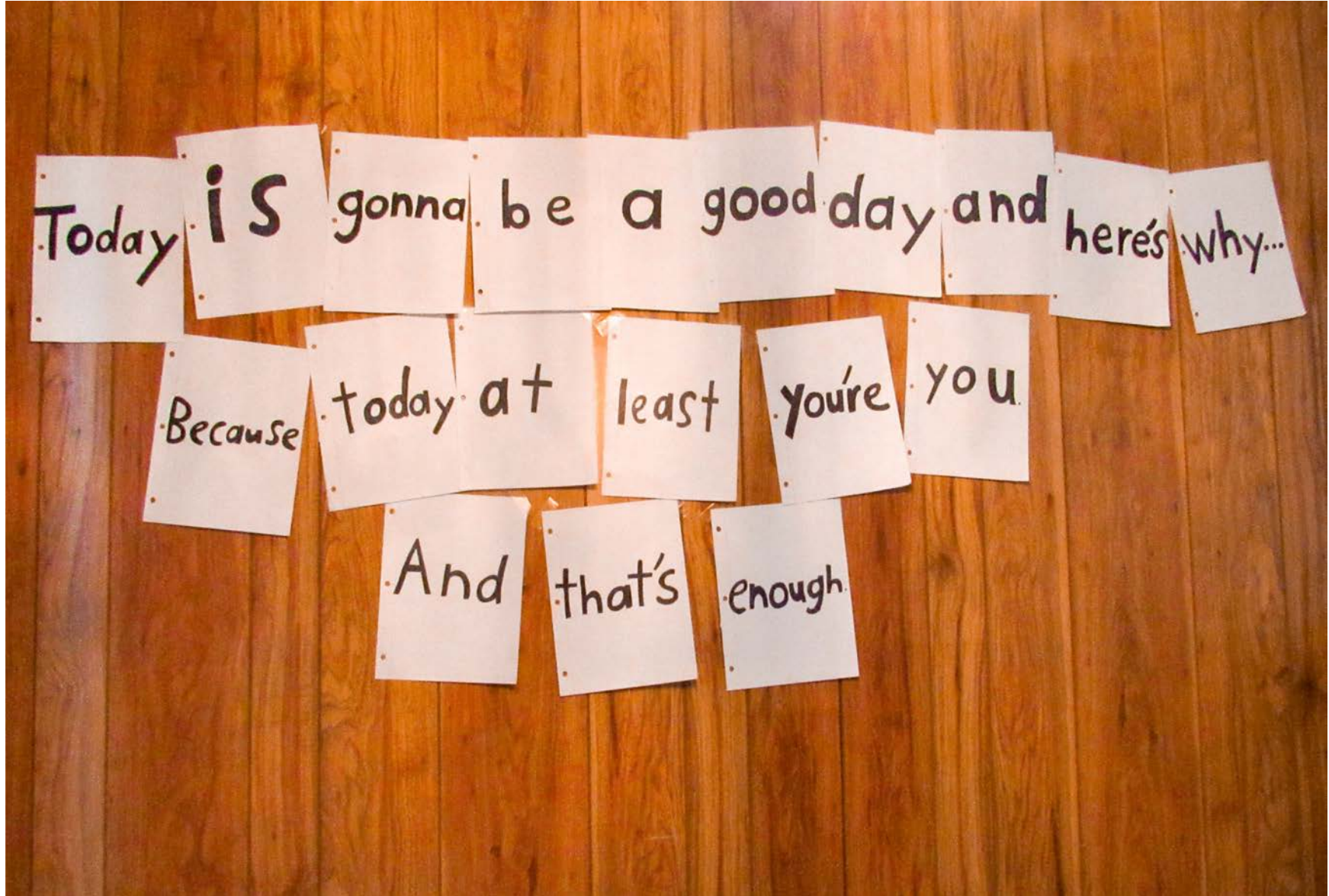
day  
heres  
and why..

Because today at least

Today is gonna be a good day and heres why...



# Final Design



Today is gonna be a good day and here's why...

Because today at least you're you.

And that's enough.

# Design Statement

The quote I've chosen here was said by Evan Hansen from the musical "Dear Evan Hansen." It's said near the end of the play when Evan accepts himself for who he is, despite having to deal with crippling anxiety. The reason each word is written on a separate sheet of paper was because a theme of the musical was Evan writing notes to himself to boost his self confidence and esteem.

