Department of Art & Design
University of Minnesota Duluth

Graphic Design Program

Art 3937:02
Typography 2

Spring 2018

Tue & Thu 10:00–11:55 am
MonH 121
Blue Section

Project 3

Choose Your Own Typographic Adventure

And now for something completely different...

Brief
Choose your own typographic adventure. The rules?
- You may use images, but emphasize typography. (type > image, or type = 51% or more)
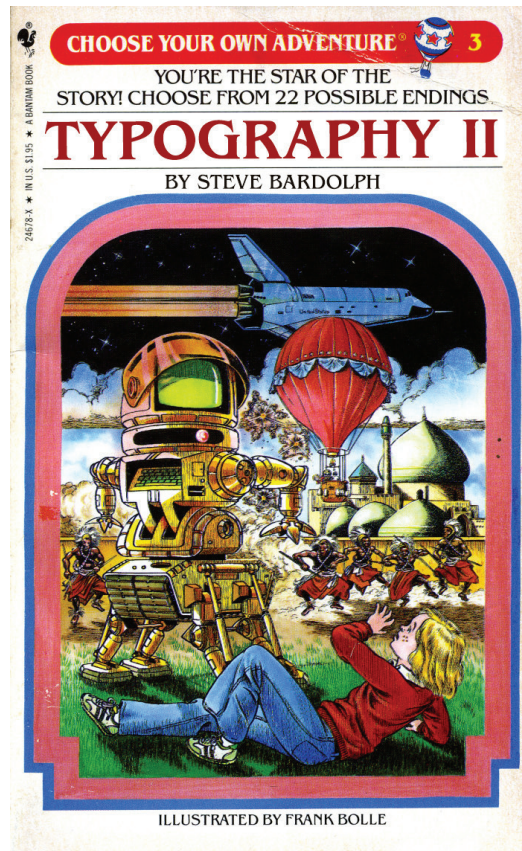- It's gotta be awesome.

Objectives
- Develop and expand your concept of typography.
- Maximize your concepts by exploring and using different methodologies of type and image, where typography dominates.
- Apply design and gestalt principles for the construction of memorable typography.
- Design with typography to convey an interesting verbal and formal message.

Options
1. Design a typographic movie poster—for a YouTube video.
2. Hand letter something. Maybe a few things.
3. Promote happiness or any other worthy cause with typography.
4. Design and implement vinyl typography for your laptop (*you'll have to find a way to cut vinyl*).
5. Write a letter to your younger self—something you wish you had known back then—with compelling typography.
6. Capture the essence of a TED talk typographically (*for example: minimalism*).
7. Something else, just run it by me first. Remember, this is a typography class, so like every other option the emphasis must be typography.

Note: you're welcome to think beyond the poster. Perhaps your message would best be delivered by a series of postcards, a handmade book, a pamphlet, an installation, a floor graphic, a hand lettered tent, table tents, curious leave behinds, a video, or...something else.

CHOOSE YOUR OWN ADVENTURE® 3
YOU'RE THE STAR OF THE STORY! CHOOSE FROM 22 POSSIBLE ENDINGS
TYPOGRAPHY II
BY STEVE BARDOLPH
ILLUSTRATED BY FRANK BOLLE

Schedule: (3 weeks)

Tuesdays are listed below, Thursdays are lab/work days.

March 13

Introduce project, research and develop concept. Your classmates and professor are here to help you nurture, develop, push, and refine your ideas and designs. Take advantage of this exceptional design studio environment!

March 20

1st Critique: Present and discuss ideas in class. Critique preliminary design concepts and rough drafts.

March 27

2nd Critique of typographic designs before final selection, refinement, and completion.
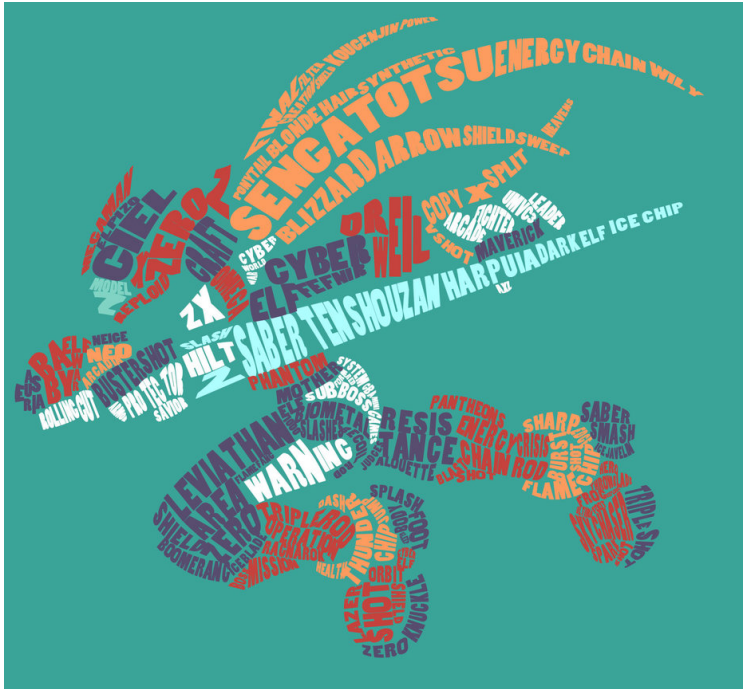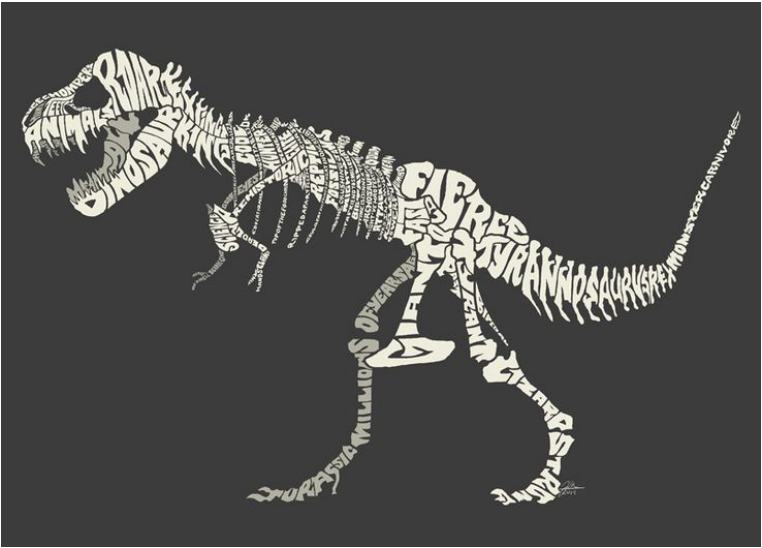
Due: Tues April 3

Final Submission:
The final submission for this project will include:
1. Documentation of your design process as a multi-page digital PDF as in other projects, including elements as appropriate, such as preliminary research, links, influences, sketches, mindmaps, false starts, rough drafts, critique notes, and as always, your final designs and design statement.
2. Smaller project PDF or other digital version with design statement, placed with process PDF above in course drop box.
3. **Mounted** or **unmounted** finished project, whatever best presents your concept and form, printed or otherwise made tangible.
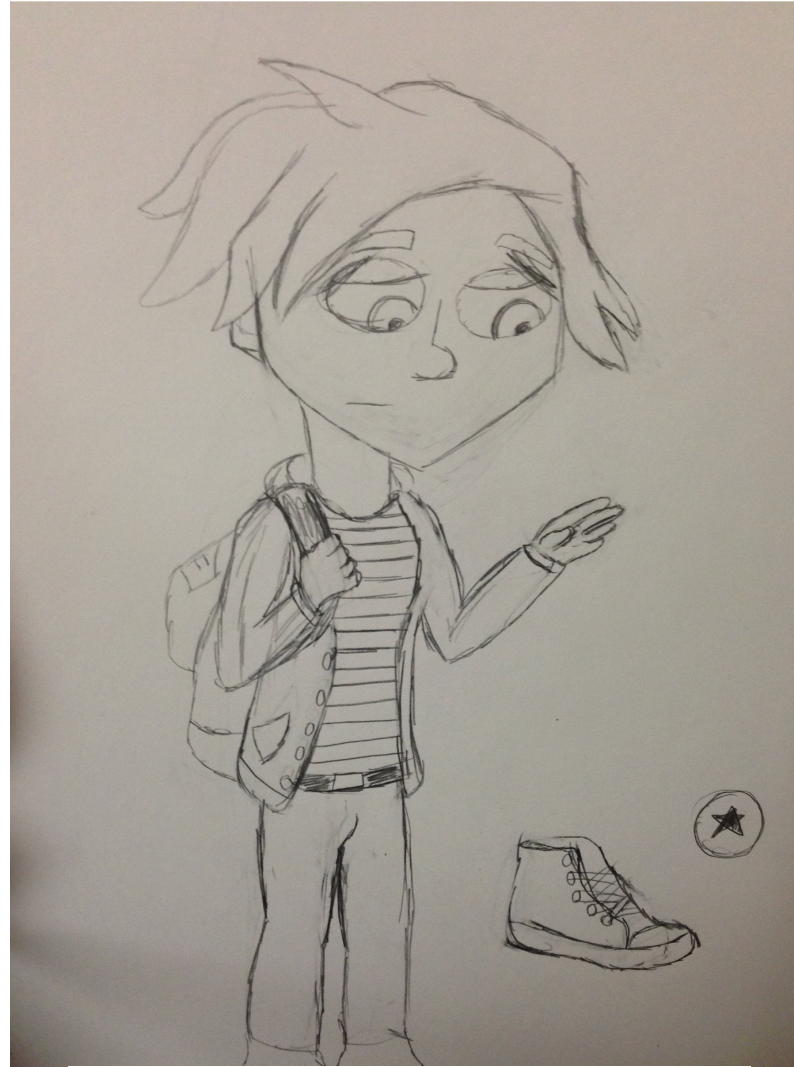
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Office: MonH 228 (dropbox on door)
Office Hours: T & Th 12:30–2:00pm
Sign up online: z.umn.edu/officebard
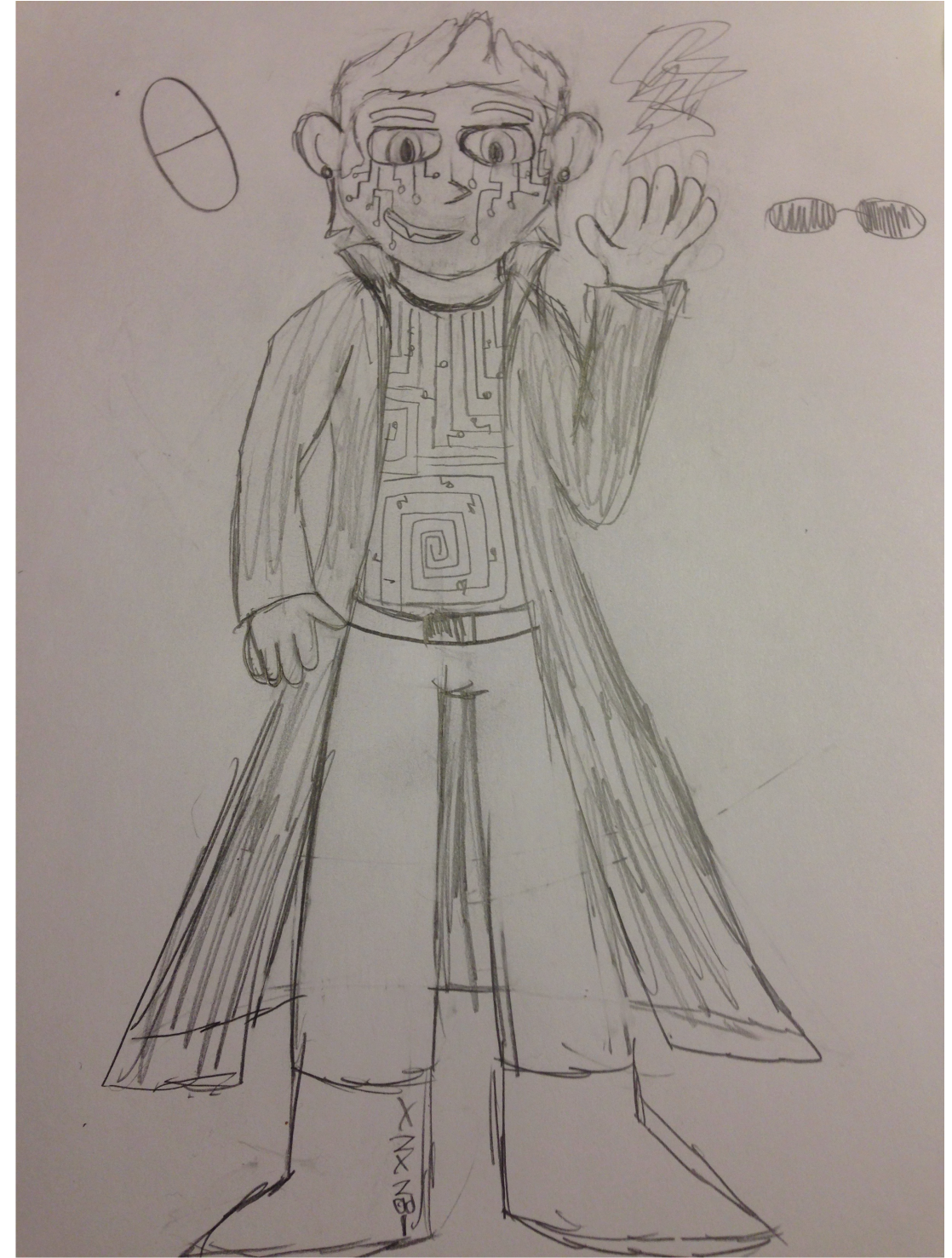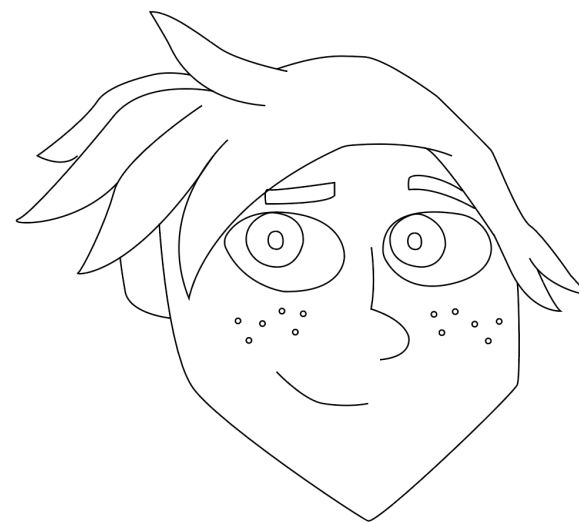
Type Examples

Original Sketches

Christine Canigula

Jeremy Heere

Jeremy's Squip
(Keanu Reeves)

Original Sketches

Richard Goranski

Michael Mell

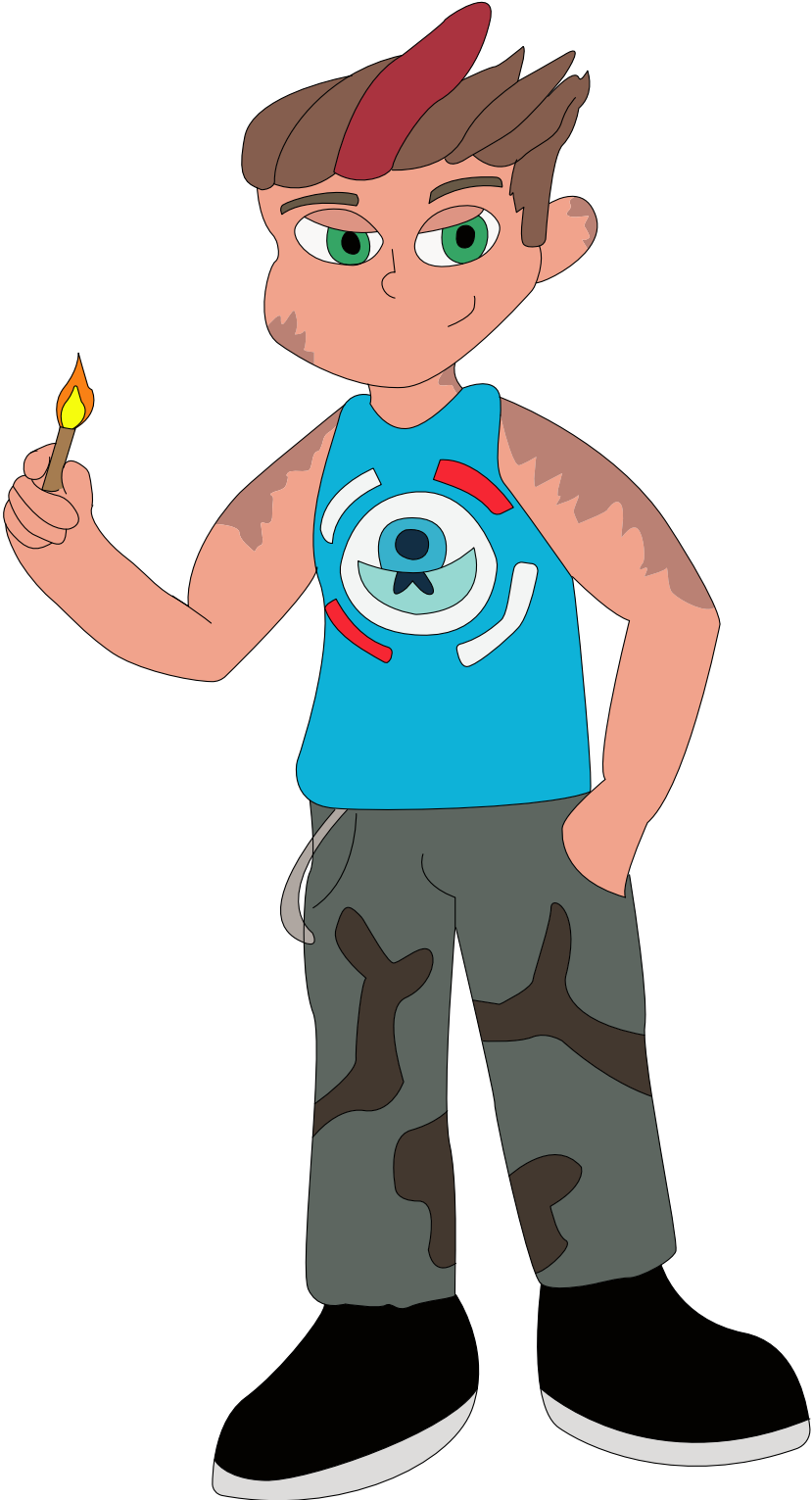# Colored Pieces

Christine Canigula

Jeremy Heere

Jeremy's Squip
(Keanu Reeves)

Colored Pieces

Michael Mell

Richard Goranski

Christine Canigula

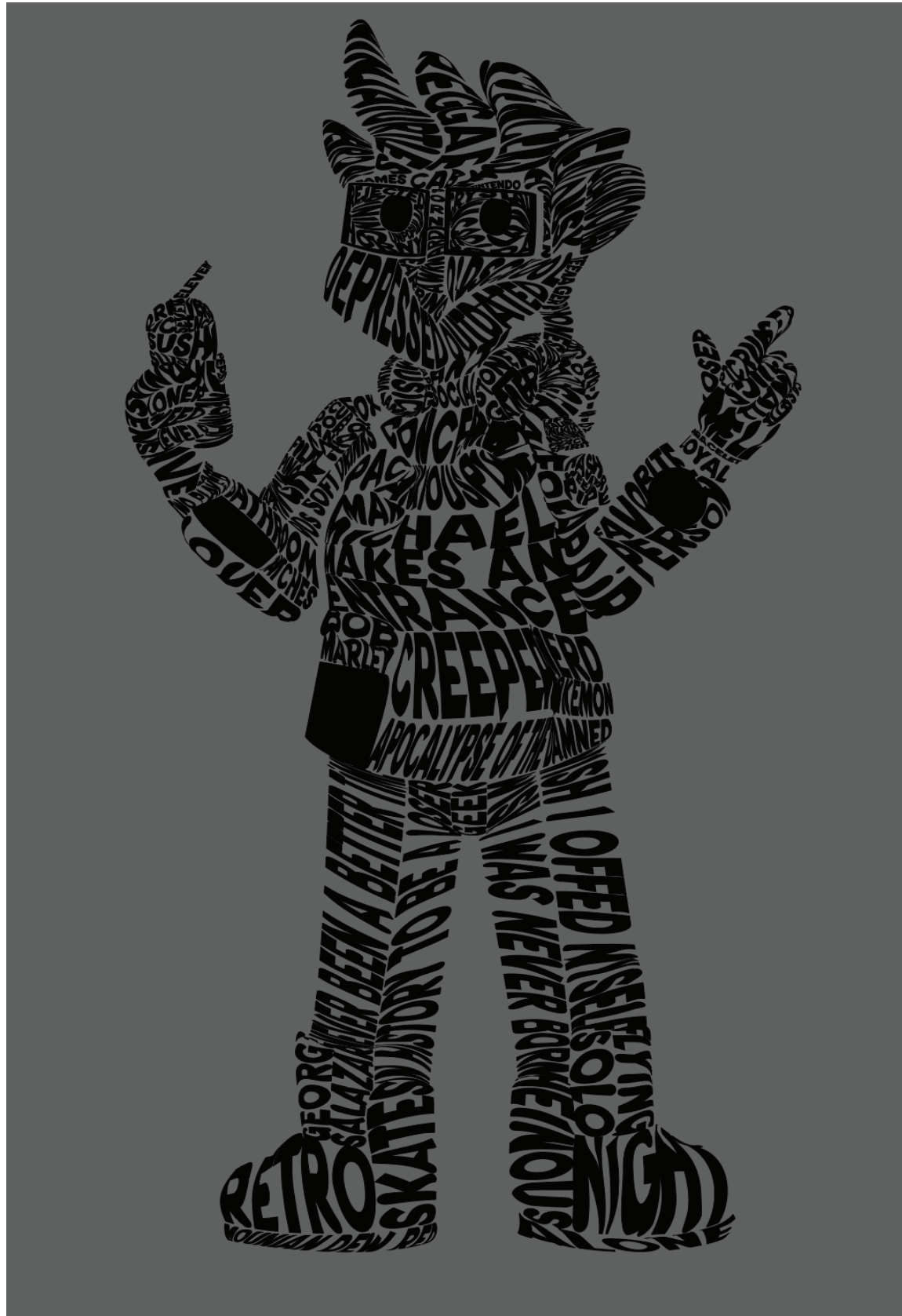Jeremy Heere

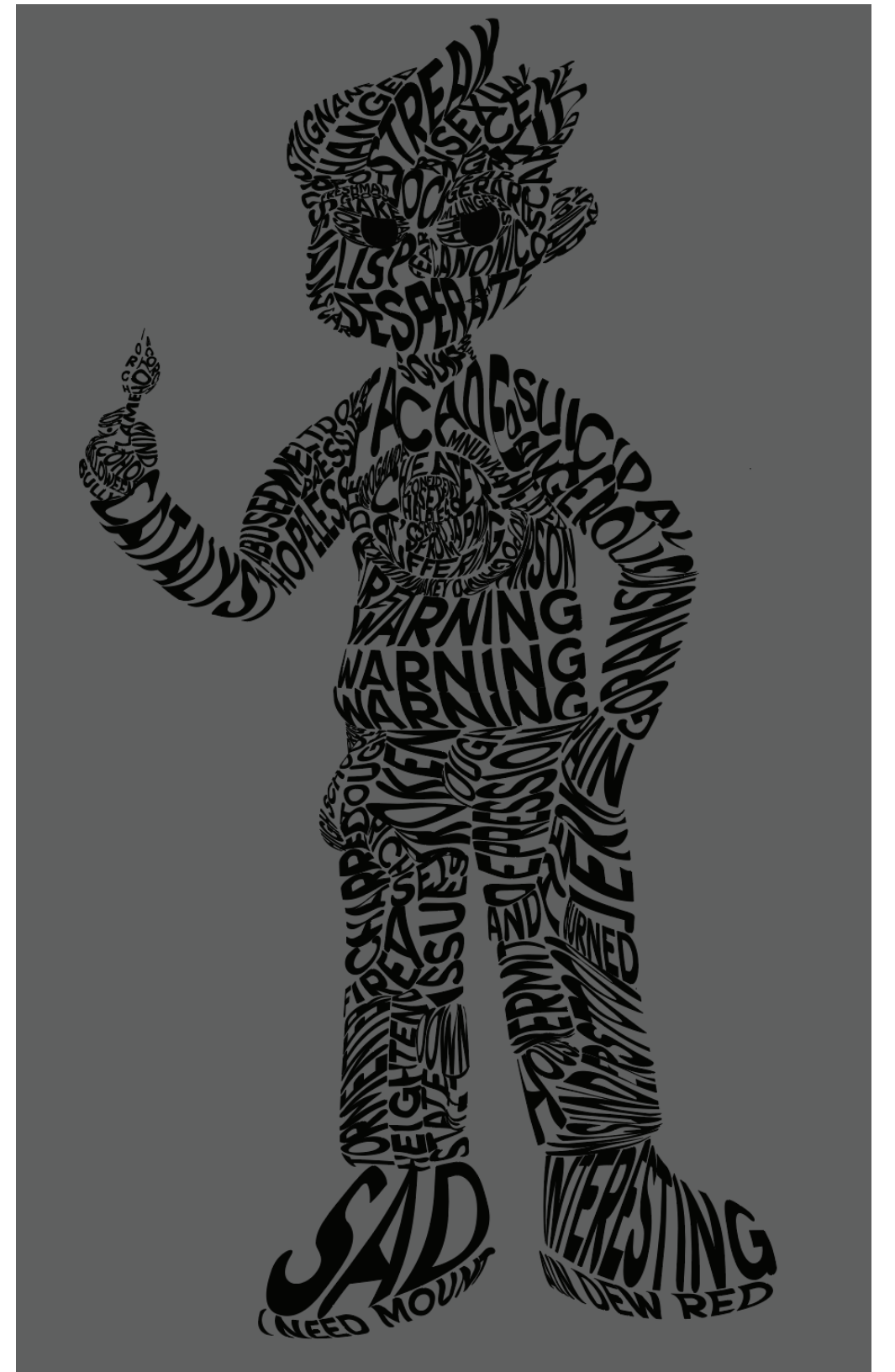Jeremy's Squip
(Keanu Reeves)

Colored Pieces

Michael Mell

Richard Goranski

Uncolored Type

Christine Canigula

Jeremy Heere

Jeremy's Squip
(Keanu Reeves)

Colored Pieces

Michael Mell

Richard Goranski

CHRISTINE CANIGULA
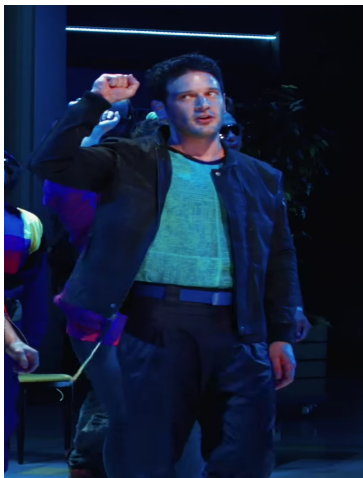
JEREMY HEERE

JEREMY'S SQUIP

MICHAEL MELL

RICH GORANSKI

Design Statement

I was inspired to do this project after viewing numerous similar typographic compositions based on numerous video game characters from franchises such as Starfox and Mega Man. The typeface chosen is called "Keedy Sans." I chose the typeface because of it's legibility and the fact that when using all capital letters, takes up large amounts of space. This makes the designs appear to have less holes and gives it a more complete drawing feel much like the colorized drawings. The drawings themselves are my own interpretations based on the five main characters of the musical Be More Chill pictured below. Each of the five compositions are made up of words and phrases that describe each of the characters to the best of my ability.

Squip Keanu Reeves

Richard "Rich" Goranski

Christine Canigula

Jeremy Heere

Michael Mell