

Typographic Olympics

image by: Ursula Hitz

Challenge: What if typography was a sport? Well as of today it is...You will compete in 3 typographic events, each event having something to do with designing with type.

Vocabulary: Serif, San Serif, Script, Specialty, Text, Leading, Kerning, Anchor Points

Tools: Pen, Selection, Direct Selection, Type, Character Box, Create Outlines, Skew, Rotate

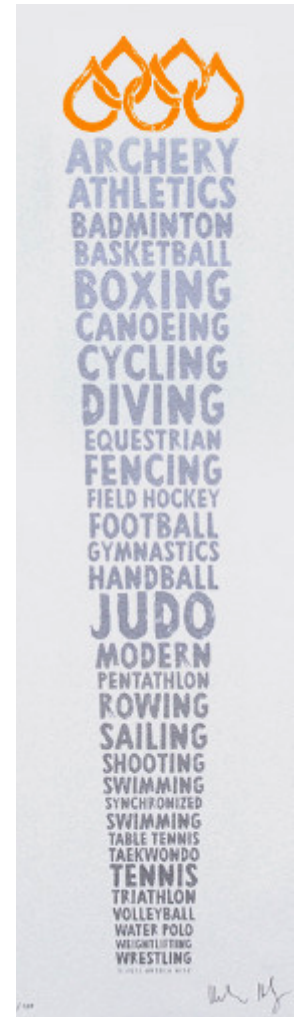
Events:

1. Using Arial font, choose a letter and redesign the letter by only adding, subtracting and bending anchor points. Your new letter should be dynamic, interesting, more exciting, and still be legible.
2. Choose ANY font you wish. Think about the personality of that font, what would it look like if it had a 'face?' Create a face out of this font that represents its personality. You may only use the letters of the font you choose, you may rotate, tilt, and scale the letters, however you may not stretch them. <http://cargocollective.com/typefacesproject>
3. Choose a verb (an action word) and make that word do that action! (Ex. Make FAST look like it is moving fast!) Think about how you'd change the direction, skew, rotate, and move each letter as well as what FONT to choose and what colors.

Each event will begin with you sketching out 6-10 ideas in your sketchbook and refining 2-3 of them. Once you've done this you'll show the judge (Mrs. Briggs) your sketches and then you will be able to move onto the computer to begin the next phase of your design there.

When finished with an event, save your work into the "Finished Work" Folder.

Judging: Once each person has completed each event, the other graphics 2 class will look at each piece of work and choose a Gold, Silver and Bronze winner for each event.



Criteria:**COMMUNICATION & EXPRESSION**

- You solved the problem thoughtfully, setting up a visual interpretation of the letter, word & phrase.
- You tried different approaches for your solution, taking risks, and choosing ideas that weren't trite or clichéd.
- Your designs were chosen carefully, adding to the intent and not distracting from it.

DESIGN, LAYOUT & COMPOSITION

- The text (font choice) for each event was considered and added to the intent of each design
- Your placement of text, space, and color added to the intent of the overall design
- You created a visual entry point for the viewer & considered the visual balance of your designs
- You focused on the text and font design for each event, and not an elaborate background design

MEDIA, TOOLS & TECHNIQUES

- The final designs are balanced.
- Your finished designs have the text incorporated seamlessly into it, leaving the letter/words easily readable.
- You have demonstrated use of the tools: text, create outlines, gradient, direct selection, rotate, reflect, color

CRITIQUE & REFLECTION

- You clearly articulated your artistic and technical intentions and processes.
- You sought feedback on your work during and after studio, and considered suggestions.
- You contributed to group critiques, offering clear and insightful comments and constructive, respectful feedback

PROFESSIONALISM

- You always stayed on task without reminders.
- You thoroughly and carefully completed all assigned work.
- You adhered to all deadlines without reminders.
- You consistently cared for all materials and equipment.
- Through all stages of the process, you always demonstrated focus and set goals.