

Project 4: Expressive Word

Objectives

Explore the expressive qualities of typefaces
Learn how to use an iterative process to come up with a solution
Learn how to think creatively within restrictions
Learn how to experiment with other tools

Description

Represent a word in multiple ways to convey meaning.

Part 1

In class, you will select a word out of a hat, and use it for the remainder of this project. Type your word in 20 different typefaces that each emphasize your word's meaning. Each word should be black on white, centered on an 8 x 8 inch panel. Select your favorite and present your options to class.

Part 2

Now, type your word in 20 different typefaces that are the exact opposite of it's meaning. Select your favorite and present your options to class.

Part 3

Now, express your word's meaning by using only Futura Bold. Select your favorite and present your options to class.

Part 4

Using all of the ideas generated from the prior process, create a three-dimensional version of your word. You must spell your word in it's entirety. For class, hand in an 8 x 8 inch photograph of your creation. Your photograph may be in black and white or color.

Final Format

4 each 8 x 8 inch panels (1 from each step), mounted and flapped on 12 x 12.25 inch board (2 inch borders, 2.25 inch bottom border).

Tentative Due Dates

11/18	Start Expressive Words. Work on Part 1.
11/23	Crit. Part 1. Work on Part 2.
11/25	Holiday.
11/30	Crit. Part 2. Work on Part 3.
12/2	Crit. Part 3. Work on Part 4.
12/7-12/9	Work on Part 4.
12/14	Project Due.