Type III For BFA 3, 1st semester students
Fall 06
California Institute of the Arts (CalArts)
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Project 1:	**ENVIRONMENTAL DESIGN**

Project Description: Typographically identify your space.
Consider the areas/uses of your classroom. Identify those areas with a single word or several. (Think denotatively or connotatively, ironically, metaphorically, symbolically, etc.)
Project Goals: Learn to use typographic language in 3-d space
Format: 11 x 8.5 inch color images

09.12.06	**In class:** Slide show of environmental design. Discuss ways type can be produced.

Assignment: Take digital photographs of your space so that every different kind of space is documented. In Photoshop place type into the environment to identify the areas.

Project 2:	**POSTER**

Project Description: Create a poster for an event.
Choose a theme and typeface from the supplied list.
"Invite" three designers who would be able to speak on the topic.
Finds bios, choose a venue, and dates.
Poster text should include: Series title, subtitle or very short description, three speakers, speaker bios, venue, venue address, date & time, and return address. No images! No graphic elements! No color!
Themes (chose 1): Whipped Cream and Cherries | The "C" Word | Hurricanes, Tornadoes, and Tropical Storms | Expanded Gravity | New Fresh | Stem Cells | Road trips | The San Fernando Valley | Sustainable or "green" design | Bees| Other suggestions will be entertained if received by Thursday morning.
Typefaces (chose 1): Helvetica Neue | Trade Gothic | Caslon | Univers
Project Goals: Learn ways to establish hierarchy through typographic language
Project Format: 24" x 36" poster

09.28.06	**Part 1:** Create three posters.

1. Type all the same size and weight, no hierarchy other than order and placement on the page.
2. Type all the same size, 2 different type weights
3. Type different sizes (scale), same type weight

10.03.06   **Part 2:** Create three more posters.
                  1. Give hierarchical priority to something unexpected.
                  2. Give hierarchical priority to the title using a tactic other than scale.
                  3. Create hierarchy in a way that is specific to your topic.

10.10.06   **Part 3:** Finalize one final poster.
                  Perfect letter-spacing, word-spacing, leading, kerning and use
                  of the grid.
                  No spelling errors.
                  Use your visual and verbal language/system consistently

10.17.06   **Part 4:** Create a ticket for one of the events.
                  Use the same visual and verbal language/system established for your
                  poster.

10.17.06   **Part 5:** Refine everything as needed.

Project 3:   **BOOKLET**

                  Project Description: Create a small booklet for a band.
                  Choose a band and then find the following:
                  1000-2000 word text that includes title, author, subheads, footnotes.
                  List of songs from an album including playtimes
                  List of band members
                  3-5 images with captions
                  Project Goals: Hierarchy, sequence and beautiful type, structuring
                  Project Format: 12 pages, 6" x 9" portrait

10.17.06   **Part 1:** Initial type studies to select typeface. Using assigned
                  specifications set your text using 5 different typefaces. **>** How-to-
                  choose a typeface presentation.

10.xx.06   **Part 2:** Type studies with selected typeface
                  10 studies for each of the following:
                  Cover with Title (Band name + title of booklet)
                  First page of text including title and author
                  Typical text spread including subheads and footnotes
                  List of songs with playtimes
                  Image and caption treatments
                  Folio
                  > Using Style Sheets in InDesign tutorial

10.24.06	**Part 3:** Select type treatment and refine studies
11.07.06	**Part 4:** Rough of booklet
10.14.06	**Part 5:** Typographic Refinement
10.21.06	**Part 6:** Final Typographic Refinement and create book

Project 4:   **MOTION TYPE**

Project Description: Design a short typographic motion piece using a very short song phrase as content. Use After Effects to create the work. Use color and motion. No other elements. Sound is encouraged. Because of time, don't go overboard. Short. Sweet. Beautiful. And apply everything you know about good typography. Anything from 10 seconds or more is fine, but there must be a beginning, climax, and resolution.

Project Goals: Introduction to expressive typography in a time-based environment

Project Format: 1024 pixels x 768 pixels

xx.xx.06	**Part 1:** Make expressive typographic composition of your phrase. Fit on a page 14.22" x 8.809" (1024 x 768 pixels).
xx.xx.06	**Part 2:** Use expressive composition as keyframe. Design what happens before or after or both. Begin by storyboarding 3 different options.
xx.xx.06	**Part 3:** Rough cut.
xx.xx.06	**Part 4:** Final movie.