PROJECT 1

The purpose of this assignment is to develop a more acute understanding of and appreciation for the intricacies that make up a typeface. For this assignment, you will create an upper- and lowercase 27th letter of the western alphabet (i.e. our alphabet). You will create a name for the letter, a place in the existing alphabet. You will focus on the stress, stroke, and serif of each individual letter, all of which contribute to the overall look, personality, and readability of the typeface.

Though it can be exotic, your 27th letter should fit in nicely with the existing alphabet. And it needs to be practical. Give special consideration to the effects of sizing—will delicate arms & crossbars dissapear at 8 pt.? Think about reproducing your letter quickly using handwriting. Is it too elaborate to write quickly? Above all else, the original 26 have stood the test of time due to their usability.
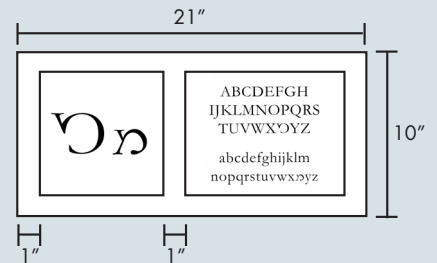

INSTRUCTIONS

1. Choose one of the following typefaces: Adobe Garamond, Times New Roman, Bodoni, or Caslon. Use roman, medium, or book weight. Type the complete upper and lowercase alphabet at 72 pt. Print off to use for reference when sketching.

2. Use tracing paper and/or a light table along with pencils to trace parts of letters from the type specimen sheets, provided. Combine these parts to create new letterforms. You should have 15 to 20 unique invented letterforms. You need to have an upper and lowercase version of your new letterform.

3. Review your sketches with me. Decide on which one you would like to pursue in digital format.

4. Scan in your sketch and begin recreating it in digital format in Adobe Illustrator. Accuracy is important. It should look as though it is part of the original font when completed. In Illustrator, create two art boards: one 8" x 8" and one 8" x 10". On the 8" x 10" art board, you will type the complete upper and lowercase versions of your chosen typeface at 72 pt font and center within the art board. You will need to add your new letter to this later. One the other art board, you will center your new letterform, both upper and lowercase, at an appropriate size (much bigger than the complete alphabet).

5. Find a place in the alphabet where your letter (upper and lowercase) fits best. You will need to create a print of the alphabet in your chosen font.

6. When completed, print out both art boards with crop marks. Cut both pages to size. Mount on black foam core that is cut to 21" x 10". The new letterform should be first followed by the complete alphabet. Both items should have a 1" border around them.

7. Place a label on the back as per the syllabus and a cover.

SUBMISSION GUIDELINES

Project will be presented in mounted form. You should have two pages when completed— one 8" x 8" and one 10" x 8". They should be mounted to black foam core that is 21" x 10" with a 1" border all around. Be sure to put a label on the back with all info as specified in the syllabus and a cover to protect it.

DUE DATES

Project should be submitted at the start of class on January 26. We will critique the projects in class. Please be prepared to participate in the critique and explain your work.

QUESTIONS

Katie Krcmarik
P: 248-321-3434 (cell)
kkrcmarik@hotmail.com

Office Hours:
Varies, but I will be available on campus Mon, Tues, Wed, and Thurs.