

ART 3907-02

TYPOGRAPHY 2

TYPOGRAPHIC SELF-PORTRAIT

PROJECT DESCRIPTION

You will create a typographic self-portrait using integrated type to create the overall form. The idea of self-portrait is open for interpretation. In other words, you can recreate your visage in part or whole, create an abstract visual landscape that speaks to your inner self, use the idea of object as self, etc.

PROJECT SPECS

size 10 x 10, 7 x 7, or 3 x 3
Color B + W with one color
Final mounted and trimmed on foam core

OBJECTIVES

- ▶ To loosen up on ideas about type and work more expressively
- ▶ To work intimately with type as form to better understand how that form interacts with other forms and the space around them
- ▶ To work with expressive typographic form, utilizing individual style
- ▶ Apply formal typographic techniques: i.e. size, style and spacing to expressive form
- ▶ Communicate idea of self in abstract form that speaks in more ways than one; through overall form, space, and more intimate typographic form

PROJECT PROCESS

- ▶ Sketch, take photographs and create various ideas of self-portrait—think broadly
- ▶ Experiment with typefaces, either using one, two or several, thinking about which forms speak to you personally
- ▶ Start working digitally with more than one concept and work it out fairly well before you choose your direction
- ▶ Have your concept worked out fairly well before you show your rough (maybe even two concepts to this point)
- ▶ Start comp process

ART + DESIGN DEPARTMENT
UNIVERSITY OF MINNESOTA
DULUTH

Spring 2007
Course #67221

M+W, 8–9:50pm
VKH 131

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SCHEDULE

1/22
experiment with typefaces to
work with for portrait

begin digital sketches/have 3
concepts by end of class

1/24
choose concept and work on
roughs for group critique
on Monday

1/29
group critique of roughs
beginning of class

work on comps
implementing feedback
from critique

1/31
complete work

2/5
class critique

2/7
project due in final form