

ART 3907-02

TYPOGRAPHY 2

THE DEVELOPMENT OF SYMBOLS...

PROJECT DESCRIPTION

Creating simple shapes based upon your personal style will evolve into symbols that have meaning.

IN CLASS PROJECT

1. Write down 20 words that describe your creative style. (10 minutes)
2. Take 10 of those words that are the most visual and create a simple black and white shapes that represent each word. (15 minutes)
3. Continue to create shapes based upon those 10 shapes related to your personal style. Create a total of 52 unique shapes. (75 minutes)
(Note: Each shape is worth 1/2 a point)

Place all 52 shapes on one page and turn them in next class period.

4. Next class period...

EXAMPLES

1. My list of words. The 10 words I picked are marked with a start (*).

Simple	*	●
Technology	*	■
Colorful		■
Visual		◻
Virtual	*	◻
3D		◻
Interactive	*	●
Innovative	*	▶
Cultural		└─┘
Accessible	*	└─┘
Value		■
Clean	*	■
Digital	*	◻
Diverse		◻
Smart		◻
Contemporary	*	◻
Fun	*	◻
Dramatic		◻
Fearful		◻
Emotional		◻

ART + DESIGN DEPARTMENT
UNIVERSITY OF MINNESOTA
DULUTH

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M+W, 8–9:50pm
VKH 131

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