

Printing tip

Crop marks

Crop marks allow you to easily trim a document to its custom size. In InDesign, select Marks & Bleeds>Crop Marks in the PDF export dialog box.

When you are cutting, be sure not to slice off crop marks while you still need them. Make each cut just past each corner, leaving the “frame” of paper intact until you have made all your cuts.

Words that work well

compression; transition; contraction; addition; subtraction; disruption; repetition; elimination; migration; expansion

Recommended typefaces

Futura	Helvetica
Avantgarde	Hoefler Text
Bauhaus	Interstate
Baskerville	Jenson
Bodoni	Meta
Caslon	Mrs. Eaves
Clarendon	Neutraface
Didot	Nobel
Fedra Sans	News Gothic
Folosofia	Quandraat
Frutiger	Sabon
Franklin Gothic	Scala
Georgia	Thesis Serif
Gill Sans	Trade Gothic
Garamond	Verdana

Project 2: Metaphorical Interpretation of a Word

Critique September 28

Due: October 5

What you will learn

Design emphasis on type, expressiveness and introduction to corporate identity. This project looks at language in its connotative and denotative forms and appropriates them into a visual metaphor.

Requirements

- Finished size: 7"x7", flush mounted on 7"x7" matte board
- It is a strictly black and white project. You may execute your project by tracing letters, cutting and pasting photocopied letters, using a computer, or any combination of these methods.

Assignment

Visually express the meaning of a word. You may vary the size, spacing, placement, and orientation of the letters. You may modify the letters as well. Use one of the recommended typefaces. You may repeat, omit, slice, block, or overlap the word or letters. Do not use drop shadows or horizontal/vertical scaling (distortion). Consider the entire space of the square.

This is an assignment based on the comparison of two objects that are similar: thus, a metaphor.

So where do we go? Start with a word, write it down. Write another word. Look for words that are verbs, adjectives and adverbs. You want a word that describes action or a state of an object. The word you choose will be your object and the way in which the word is handled on the page will be your metaphor. Think of poetry or really good movies here. Those art forms that catch you off guard and seem incredibly profound, funny or momentous. So start sketching and elaborating on your ideas.

Please be cautious about the size of the word itself. Some words need to be large for effect, most will need a size that is sensitive to the white space around it. Work with the entire design space (7"x7", not just the word itself. Consider where the letters will be positioned on the page, their scale, etc.

September 21: 30 Thumbnails due

This assignment is very intensive. I want to see 30 ideas (not necessarily 30 words.) This can seem intimidating but looking and thinking and sketching can make one intimately aware of the realization of a successful solution. Work with the letters only. Do not add any cute illustrations. Save those for later assignments.