

Homework due 04.12.07 before class

Before creating a font, or even a single-word-branding logo, designers need to isolate out elements of influence and inspiration which will formulate the end results of their project.

For the next three weeks you are designing letters to use as a header for a magazine titled: *Catalyst*. They want a contemporary font, which captures a sense of traditional letters, but focuses on digital design industry.

During the next few days gather up information listed below and digitally store the elements for use during the opening weeks of the course. You will turn in a presentation of your initial concepts which will generate your letterforms.

This is a brain-storming activity not a formal declaration. You are seeking out alternative ideas BEFORE jumping into the project.

1. Collect 2 to 3 fonts which will act as "parents" to your "child" font. Type out the full alphabet, lower and uppercase.
2. Give a brief history of each font. Credit the designer and any backup information regarding the type design you are emulating.
3. State briefly your intentions or intended approach.
4. Collect multiple backup images which will influence your design. Gather large assortments of objects to scan, or use high-res pictures.

In other words, these random objects are outside influences which may or may not be recognizable in your letterforms.

NOTE: *These images will not be glyphs to represent your letters. Rather they are "templates" or "suggestions" to strengthen the curve of crossbar or embellish the arc of a serif.*

Examples of secondary influences:

sticks
leaves
tree trunks
shoe imprints
bottle caps
clothing discarded on floor
rooftops of houses
skyscrapers
street maps
spots of splashed paint
neon graffiti
images of construction
edges of torn paper
strands of hair
ribbons
handwriting
a page torn from a magazine
different headlines torn from cheap gossip tabloids
close-up images of facial features
popsicle sticks
lollipop sticks
cigarette butts
shards of broken glass
large rocks
hand imprints
coins
scan of faded letters from your favorite t-shirt
manhole covers
misprint from computer printer
smudged lines of text from manual typewriter

C

Research is typed out and stapled.

Student provides 4 sheets of required work.

Scant information is provided for 2 fonts & designers. Scant sources are listed for each font & designer bio.

A handful of images are provided to show direction of influences. A common theme can be seen with the objects.

B

Research is typed out and stapled.

Student provides 5 - 6 sheets of required work.

Paragraphs of information are provided for 3 fonts & designers. Two common sources are listed for each font & designer.

At least two sheets of cataloged images are provided to show direction of influences. More than one theme can be determined within chosen objects.

A

Research is typed out and stapled.

Student provides more than 6 sheets of required work.

Multiple paragraphs of information are provided for more than 3 fonts & designer. A variety of sources are listed for each font & designer.

Three sheets (or more) of cataloged images are provided to show direction of influences.

More than one workable theme can be determined in the collected images.

Experimentation of possible letter forms are shown to display effectiveness of chosen themes.