

Due 04.26.07

Overview:

For the next three weeks you will be designing letters to use as a magazine headline banner.

You are creating a contemporary font, which captures a sense of traditional letters, but focuses on individual design and energy of a modern letterform.

Strategically throughout the period, smaller assignments will be generated in conjunction with this project, on a weekly basis.

Objective:

Create a digital display font for a magazine title: **catalyst**.

The letterforms you create must display both:

upper case characters

lowercase characters

You may include additional characters. They must meet the same quality standard for the required characters and they will provide you the potential of earning extra credit.

Because you will promote the font, using it with other projects, build something with resources you can relate. The purpose of the project is to build a font which utilizes past traditions, creatively attracts attention, while at the same time remains legible.

cat • a • lyst: *noun*

- 1. Chemistry. a substance that causes or accelerates a chemical reaction without itself being affected.
- 2. something that causes activity between two or more persons or forces without itself being affected.
- 3. a person or thing that precipitates an event or change: His imprisonment by the government served as the catalyst that helped transform social unrest into revolution.
- 4. a person whose talk, enthusiasm, or energy causes others to be more friendly, enthusiastic, or energetic.

project 1:
catalyst

Digital Requirements:

As each letter is built, keep individual records for the process of each specific letter. This way, you can display a progress for each letterform; a sense of relationship can easily be seen from the layer organization of your files in Adobe Illustrator.

If it is easier, I will accept individual, multi-layered EPS files for each letter — rather than one large .eps file containing all the letterforms as they develop.

Either way you wish to save the document is fine, so long as it is legible and easily navigated. *Remember to rename layer titles and to outline type.*

You will burn to disk all preliminary work, all character building files, all heading-design files, and a final document showcasing the resolved heading. Be sure to clearly label all files. If necessary create a printed directory to turn in with CD and the printed banner.

In the end, you will create designs for the following letterforms:

H, O, V, S, C, A, T, L, Y

h, o, v, s, x, c, a, t, l, y

Prototype: designed by Jonathan Bambrook, 1990

THE QUICK BROWN
FOX JUMPED OVER
THE LAZY DOG.

Traveller Regular: designed by Max kisman, 1991.

A quick brown fox jumps over the
lazy dog. Sphinx of black quartz
judge my vow. About sixty codfish
eggs will make a quarter pound of

Kahana: designer: Teri Kahan, 2006

**AÆBCDEFGHIJKLMN
OÖEØPQRSTUWXYZ
AÆBCDEFFFLGGHIIJ
KLMNOÖEØPQRSS
TUVWXYZ**

- All digital files should be kept at 400 point.
- The final product print in black & white.
Present the final version formally on board with an overflap for grading. *Yes, neatness does count.*
- Since you are building the letters at 400 pt, print them on a tabloid size page; they will be scaled down only for presentation board.

04.12.07: develop two versions of the uppercase letterforms

H, O, V 400 pt. size, b/w

after brief discussion, continue with uppercase C, A, T, L, Y, S

04.19.07: develop two versions of lowercase letterforms

h, o, v, x 400 pt. size, b/w

after brief discussion, continue with lowercase c, a, t, l, y, s

04.26.07: completed headline due in both digital & mounted

format *before* class