

## Final Project due: 06.11.07 end of class

### *Type as Protest / Literature as a Voice of Dissent*

Taking the logo for the book store Left Bank Books, and the three headlines you devised over last week, you will be generating three individual sumo-size postcards which will promote diversity in literature. Use the program of your choice. Download the template from [moderpostcards.com](http://moderpostcards.com).

### POSTCARDS

01. Keeping in mind the culturally diverse nature of the non-franchise bookstore and their notion of freedom of speech, devise three cards promoting the store and the literature you have chosen.

**The complete work should appear in some fashion on each postcard.**

02. The goal here is to abstract the background to work with the text, not merely cover up white space with color tones.

03. The text likewise will be abstracted, it should break traditional baselines, break kerning / tracking, and break notions of standard reading. Each line should be abstracted and redesigned typographically so keywords in the work will be emphasized. Utilize different sizes of type. Keep in mind past examples of abstracted European designs shown in class.

*You are de-constructing the notions of type.  
Revolt against the expected.*

Be creative, be radical. If you go too far I will let you know during the creative process.

The only rule: keep the work legible.

As with past projects:

- do not use default color palettes in your program of choice, avoid spot colors
- devise a working color scheme for each card
- think of placing type on the page to create rhythms and patterns
- consider using screened back / opaque / texturized words in background with the abstractions
  
- type is the design element, use it experimentally
- feel encouraged to explore the unexpected
  
- *alternative take on the project:*  
the three cards can unify as one design, three separate mailings that combine into one promotional when brought together
- each card could have a gradual shifting of one color scheme
- text can bleed off on card onto it's neighbor
  
- print these out, individually, with crop marks
  
- maintain a digital file with multiple layers for each card  
*I want to see the thought process behind the work.  
All three Adobe programs utilize layer strategies.*

Essential information for back of card: (black/white tones)  
(keep *similar* theme for back of all three)

Left Bank Books  
199 North Euclid  
Saint Louis, Missouri 63102  
info@left-bank.com • tel: 314-367-6731 • fax: 314-367-3256

Censor the Censors  
in conjunction with Banned Books Week  
September 23-30, 2007  
Sponsored by the American Library Association

**thou, my lovely BOY**  
who in thy **power**  
Dost hold Time's fickle glass,  
his sickle hour  
Who hast by waning **GROWN,**  
and therein **SHOW'ST**

Thy lovers *withering,* self **grow'st**  
as thy *sweet*

**Nature**  
Sovereign mistress over **WRACK**

As thou goest O *n w a r d s*  
**PRUCKS** *skull*  
that heeps thee to this purpose,

*As thou goest O n w a r d s*  
Sovereign mistress over **WRACK**

*skull*

*skull*

*skull*

*skull*

*skull*

May

yet

**FEAR**

her,

**thou,**

minion of her pleasure

She may **DETAIN,** but not keep her treasure

Her

**audit**

, though delayed,

**answered**  
must be,

And her

**QUIETUS**

is to render

**thee**