

TYPOGRAPHY

PROJECT 2

PROJECT TITLE Alphanatomy

PROJECT DESCRIPTION Type is the visual manifestation of language. It is instrumental in turning characters into words, and words into messages. In music, the quality of an individual singer can completely change the experience of a composition. In communication, type is the visual equivalent of an audible voice – a tangible link between the writer and the reader.

The purpose of the Alphanatomy project is to teach the anatomy and classifications of type through a generative and playful process of lettering.

PROJECT GOALS For Alphanatomy you will be creating your own alphabet on a very basic structure by designing letters on a grid of squares or a grid of dots. Substitute the curves and diagonals of traditional letterforms with gridded and rectilinear elements. You can make either an all UPPERCASE alphabet or an all lowercase one, you do not need to create both unless you really want to.

This exercise looks back to the 1910s and 1920s, when avant-garde designers made experimental typefaces out of simple geometric parts. The project also speaks to the structure of digital technologies, from cash register receipts and LED signs to on-screen font display, showing that a typeface is a system of elements.

When finished you should be able to refer to the parts of the letterforms by their anatomical names as well as be able to describe the classification for your typeface. You should be able to see that type is always a related structure in which the design of the primary letters influence the design of the whole alphabet. These attributes will be taught and referenced during the course of this project.

I HAVE ONE RULE FOR ALL PROJECTS!

Have fun. Seriously we aren't solving global warming with this one. I want you to be creative, playful and have fun.

Initial sketches must be done by hand either pen or pencil on paper.

SKETCHES ARE DUE NEXT CLASS. They do not need to be fully rendered but must depict a basic idea for each arrangement.

Final output will be printed in black and white and well arranged on 11" x 8.5" print outs. The finals need also be saved as a PDF and emailed to my gmail account on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – AVT215 – ProjectNumber > *FLastname-AVT215-Project1.pdf*

EXAMPLES



Wendy Neese



Brendon McClean



James Alvarez



Joey Potts



Becky Slogeris



Bryan Connor



Virginia Sasser



Julia Kim



Michelle Ghiotti