

**THE NEW ENGLAND POEM POSTER: THE USE OF TYPE TO PROVIDE BOTH A VISUAL AND A VERBAL MESSAGE
INSTITUTE OF ART**

WINTER 2012

**GD310
ADVANCED
TYPOGRAPHY**

INSTRUCTOR

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Competencies (points prior to each item)

Concept/Originality

- ____ (10) one–two paragraphs explaining the *modular scale* for your poster based on Chapter 8, *The Elements of Typographic Style*
- ____ (10) one–two paragraphs explaining the *visual concept* of your poster based on your readings and understanding of type as a visual/verbal message

Fulfills Concept

- ____ (30) poster visually conveys visual concept as described in concept write-up and shows understanding of Elements of Art, Principles of Design, Gestalt Laws

Research/References

- ____ (10) three references, in MLA format
- ____ (10) all typefaces written with reference source, designer, date of design, manufacturer

Presentation/Craft

- ____ (10) meticulous craft (no rubber cement or tape), professional visual presentation

Technical Skill

- ____ (10) appropriate use of type size/placement/weight contrast(s)
- ____ (10) competent use of Illustrator or InDesign: layers and grid follow p2 instructions

- ____ (60) **Completeness/Effort receives Homework Credit** (10pts ea, see **Due Class 5**, below)
- ____ finished poster on board, ____ scans of all sketches and notes, ____ poster InDesign file, ____ poster low-res pdf file, ____ concept write-up, ____ printed poster with grids

Procedure and Due Dates

- 1 Read (z) Chapter 8, “Shaping the Page,” pp143–178, *The Elements of Typographic Style* (Bringhurst)
Read (z) “Organizational Systems Beyond the Grid”
Read (z) “Concrete Poems Just Are”

- 2 Design a poster. You determine size; square or rectangle but it *must* conform to one of the following page dimension formats (ratios) and be no larger than 10" X 16": 1:1, 1:2, 3:4, 5:8

- 3 Use **all text** of the poem, “Caravan” (printed below) to create a visual message to reinforce the verbal ‘message’ of the poem.

- You may repeat words of the poem, but do not add new words or delete words.
- You may or may not use the name and date of the poem or name of the poet; it’s your choice

- 4 **Due Class 2** for one-one-one review with Instructor: thumbnail sketches of **10 different concepts** in black 01 Micron pen or 4H pencil in your sketchbook. Sketches must be proportional and **you must draw at least one sketch of each of the four different width x height ratios**. Draw your sketches these sizes, in picas: 16 x 16, 10 x 20, 12 x 16, 10 x 16.

- 5 **Due Class 3 (See page 2 for instructions!)**: three rough layouts drawn in **one** Illustrator or InDesign document. Devise a modular scale for all typeface sizes and leading.

Do not create outlines!!

- Make your poster black-and-white (you may use values [shades of grey])
- Reinforce the ‘message’ of the poem. Use typography as symbolic image to represent the ‘meaning’ of the poem and to tell a visual story.
- save the document as a .pdf file and place it into the GD310A folder in the drop box.

Do not create outlines!! Label your file: smith_caravan_roughs123

- 6 **Due Class 4:** completed poster. **Only files labelled and placed correctly will be graded and credited for timely submission:**

1. Digital files placed in drop box
(DO NOT PUT IN SEPARATE FOLDERS):
 - a. scans of all sketches and notes as **one low-res** .pdf file labeled “smith_caravan_sktchs.pdf”
 - b. poster file saved as: “smith_caravan.indd” (**do not create outlines and do make all ‘rough’ layers visible, per p2 instructions**)
 - c. poster file saved as low-res pdf: “smith_caravan.pdf”
 - d. concept write-up: “smith_caravan_cncpt.doc”
2.
 - a. poster printed on quality paper (I suggest bright white (not high-gloss photo paper), flush trimmed, mounted vertically to 15" x 20" black core mat board with equal margin left, top and right).
 - b. printed poster with grids visible, handed in loose with grade sheet

Caravan, by Hugo Ball (1916)
jolifanto bambla o falli bambla
grossgiga m’pfa habla horem
egiga goramen
higo bloko russula hrju
hollaka hallala
an logo bung
blago bung blago bung
bosso falaka
ü ü ü
schampa wulla wussa olobo
hej tattla gorem eschige zunbada
wulubu ssubudu uluwe ssubudu
tumba ba-umf
kusa gauma
ba-umj

POEM POSTER, INSTRUCTIONS FOR COMPLETING ROUGHS**Due Class 3**

Choose three rough sketches/layouts from three of Week Two's thumbnail sketches, produce these in InDesign, according to the **PROCEDURE** below.

OBJECTIVES

- To use InDesign to generate quick sketches.
- To understand and use proportion in layout.
- To become familiar with alternate methods to generate quick sketches.

PROCEDURE (TO RECEIVE CREDIT YOU MUST CORRECTLY COMPLETE THE FOLLOWING STEPS)

- 1 Based upon discussion and instructor feedback Class 2, choose three thumbnail sketches you made for your *Caravan* poster. **Your choices must visually represent three different concepts** (i.e. variations in scale or size of type, exploitation of positive/negative space, overlapping of tint percentages and negative leading [these are examples; you may choose others!!!]) **and three different width-to-height formats.**
- 2 Label your sketches, 1, 2 and 3, respectively.
- 3 Place a piece of tracing paper (called a *tissue overlay*, in design terms) over each of your three chosen thumbnail sketches, and use blue 01 Micron to draw the grid/structure for each sketch. Draw margins and all guidelines for typography placement. Write alongside each of the three sketches the w x h for the actual the finished poster, and measured grid divisions.
- 4 Make an InDesign document 11" x 17"
- 5 Make each of the three grids/structures from your thumbnails, full size, in this way: one each on Layers 1, 3 and 5 in the InDesign document. Draw these in light blue (guide color), by 'pulling' guidelines from the left and top rulers of the InDesign 'page.' Measure them and align them to match the grid/structure you drew on the tissue overlay over the thumbnail sketches.
- 6 Label the document: smith_caravan_roughs123.indd
- 7 Make a separate poster on each Layer 2, 4 and 6.
 - For Layer 2, follow the format, dimensions and grid /structure you drew on Layer 1.
 - For Layer 4, follow the format, dimensions and grid /structure you drew on Layer 3
 - For Layer 6, follow the format, dimensions and grid /structure you drew on Layer 5.
- 8 Label your file smith_caravan_roughs123.indd

Place the text of the poem on each Layer 2, 4 and 6 according to each respective thumbnail sketch. Vary size, placement, repetition, value (tint percentage) of typography according to the concepts of your thumbnail sketches. Toggle the 'eye' in the Layers palette to see each separate layer as a separate poster. Do this both with and without the grid visible. Experiment with different typeface(s) for each Layer 2, 4 and 6, according to your concept for each sketch and your notes.

Doing rough layouts in this way will help you develop the structure for your poem to convey **formal elements** (line, value, texture, harmony, rhythm, balance, etc...) and **content** (presentation of concept).

NOTE!!!!

These are not meant to be finished layouts!!!! They are ROUGHS!!! Alignments need not be perfect (that's the next step, after we look at the roughs and choose one to go to final poster!!!). **Experiment!!!**