



TYPOGRAPHY

PROJECT

3:

What is your body type?

Assigned:
Mar 23

Due:
Apr 25

Apr 27
Process notebook and grade sheet returned while your work may be showcased



Image source: INKfamous tattoo studio, New Albany, IN



Image source: Pearl Street Tattoo, New Albany, IN

Tattoos are prevalent with celebrities, actors, models, sports stars as they pave the way to erode the prejudice that is associated with tattoos. Inspired by a book about typographic tattoos by Ina Saltz, our final project is about creating typographic tattoos.

Select from one of the options below and hand-draw a colorful design to decorate a body surface of your choice that will best take advantage of your design:

- **Tribute.** Pay tribute to someone alive or dead as this choice requires you to make your message typographically clear with a passionate declaration. You may combine your design with some graphical elements where necessary
- **A big statement.** The requirement for this choice dictates that your typographic tattoo must cover at least 50% of the surface of the part of the body of your choice.
- **Numerology.** As a subset of typographic forms, numbers, unlike letter, have always been both mathematical and symbolically meaningful. You may spell out the number with letters or used in combination with the numerical form.

Further instructions:

Your type may be based on an existing typeface but everything about the project is to be hand-drawn although you will use Photoshop to “project” your design onto a body. Details matter. As a general guide, overly simplistic design is to be avoided as this project is about exploring legible hand drawn letterforms with intricate and decorative details. You will work with your professor to finalize your design accordingly which includes determining the size of your tattoo as it is defined by the body surface in which the design is to be placed.

Deliverable: A 11” x 17” horizontal or vertical photo-shopped image showing your typographic tattoo mounted on a foam board for presentation. Detailed explorations and sketches that lead to refinement and finalization of your typographic tattoos are to be documented in your process notebook accordingly.

For inspirations, if possible, we may visit tattoo parlors as a group for a demonstration or lecture about tattooing. If this option is not available, conduct your own research by visiting one of the local tattoos shops.

Some local tattoos shops in New Albany, Indiana:

Bananafish Tattoo salon

Address: 502 State St, New Albany, IN 47150

Inkfamous Tatoo Studio

Address: 353 Vincennes St, New Albany, IN 47150

Pearl Street Tattoo

Address: 56 Pearl St, New Albany, IN 47150

Demented Ink Tattoos & Body Piercing

Address: 2606 Charlestown Road, New Albany, IN 47150

Objectives:

- To grasp some basic knowledge in understanding how graphic design through typography can be used to gain a greater insight into human expressions;
- To appreciate the handwritten/constructed letter form as an artistic expression;
- To gain more practice in constructing typographic compositions that are distinctive and complex in which the human body becomes a canvas for expressions;
- To combine different typefaces (or family of a typeface) to create contrast and visual interests;
- To transform any stereotypical notions about tattoos as well as appreciating and respecting the motivations behind tattoos.

SCHEDULE

FE B 20 Su nda y	21	22	23 2 nd project due	24	25	26
27	28 SPRING BREAK	29	30 SPRING BREAK	31	APR 1	2
3	4 Present ideas in class. Select an area to focus your design on. Research for ideas.	5	6 Start refining sketches. Use tracing pads to add variety to an original idea.	7	8	9
10	11 Continue working in class to finalize a direction.	12	13 Brainstorming. Work in class.	14	15	16
17	18 Work in class. Critique.	19	20 Preparing for project due next week.	21	22	23
24	25 PROJECT DUE	26	27 Process notebook and grade sheet returned while your work may be showcased	28	29	30