



Typography

**3rd In-class
exercise:
Exploring
Typography**

Our main foci for the in-class exercises is for introducing and exploring the fundamentals and conceptual of typography. Depending on the progress of the class, the number of assignments shall be changed or altered. Be advised that you need to work on the exercises outside of class periods as well.

Flip your type

Focus: Applying elements and principles of design to practical fun



Source: <http://www.cliparthut.com/comic-book-clipart-p7IKU1.html>

Primarily a type-driven exercise, this exercise introduces the concept of “persistence of vision” and repetition to create the illusion of motion. Building on previously learned elements and principles of design from foundation, experiment with the principles of *contrast* to suggest *rhythms* and *movement* in a flipbook sized at 3” x 5” (totaling no more than 20 sheets).

Using onomatopoeia, carefully think about a word to produce an intended tone in an animated, visual way, stop-motion sort of way. Your type is moved in small increments between individually hand-drawn sheets.

Onomatopoeia is the naming of a thing or action by a vocal imitation of the sound associated with it. Some common examples include: beep, boing, boom, clap, crackle, hiccup, ping pong, plop, poof, thud, tick-tock, swoosh, zap. Visual rhythms are created by repeating art elements to create patterns. *Contrast* can be used to create excitement and interest. *Rhythms* can remind you of music or dance.

Begin with black and white and apply color towards the end after you have finalized your ideas. You may use simple images or graphics to add meaning to your type in ways that enhances rather than one that decorates.

Schedule:

Mon 9/21 – 3rd Exercise assigned. Work in class. Experiment with Post-It Notes.

Wed 9/23 – Work in class. Refinement. Critique. Finalize for Sep 28.

Mon 9/28 – 3rd Exercise DUE. Don't forget your process notebook.