

TYPOGRAPHY 1 PROJECT: ENVIRONMENTAL TYPE

ESTIMATED TIME: 3 WEEKS

SKILLS: Hierarchy, Form, Color, Layout

TOOLS: Illustrator, Photoshop

PROJECT WORTH: 200 points

PROFESSOR JACOB ROBISON

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BRIEF

You have been commissioned by the National Gallery of Art in Washington, DC to design an environmental graphics campaign to be displayed throughout the city. The museum's newest exhibition "*Grafik – A History of Swiss Influence*" is the largest collection of Swiss Design on display in North America. The design process will include 1 round of sketches and 1 round of digital proofs to be approved prior to final artwork being submitted. All text will be supplied. The client has asked that you interpret the NGA logo to match the look and feel of your design.

DIRECTIVE

Your task includes using the provided specifications and provided text to create **3 different designs (50 points each)** that capture the essence of Swiss Design through typography and form. Research the Swiss Style paying special attention to its ideals and its aesthetic characteristics. You will identify and list **5 defining characteristics (50 points)** of the Swiss Style prior to beginning your designs. You will explore the use of scale and proximity, positive and negative space, grid architecture and simple geometric forms. Experiment with hierarchy and look for unexpected ways to organize your information — examine samples as a basis for your inspiration. You are required to layout your design in Adobe Illustrator and will use an Adobe Photoshop mockup (that I will provide) to present your final artwork.

NOTE: Your designs must be completely different.

Do not use the same fonts or imagery on more than one design.

PHOTOSHOP MOCKUP

You will "Place" your InDesign or Illustrator document inside the provided PSD mockup file. This professional presentation will give your client a tactile sense of how your design will fit within the provided space. Presentation mockups are a great way to display your work to clients or on your personal portfolio. You can find mockup files on various design resource websites such as *envato.com* or *creativemarket.com* or you can (relatively) easily create your own.

SPECIFICATIONS

Vertical Layout: 3.333"(w) x 6.667"(h)

Horizontal Layout: 8.333"(w) x 4.333"(h)

Square Layout: 8.333"(w) x 8.333"(h)

Color Mode: RGB

Resolution: 300

FINAL ARTWORK SUBMITTAL

One the day of critique you will submit a PDF of your 3 designs in mockup format as well as your hardcopy sketches. Late work will not be accepted and will result in zero points for this project.

SCHEDULE

Monday November 14: Project Introduction, Swiss Type Lecture

Wednesday November 16: Swiss Design Assignment,

Monday November 21: Turn In Swiss Design Assignment, Work on Environmental Type Project

Wednesday November 23: University Closed In Observance of Thanksgiving

Monday November 28: Pre-Critique Environmental Type Project, Work on Project

Wednesday November 30: Work on Environmental Type Project

Monday December 5: PSD Mockup Demo, Work on Project

Wednesday December 7: Work on Environmental Type Project

Monday December 12: Project Due, Critique

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PROVIDED TEXT

Grafik

A History of Swiss Influence

January 23 – April 8 2016

National Gallery of Art, East

Washington, DC

Featuring:

Josef Müller-Brockmann

Armin Hofmann

Jan Tschichold

Max Bill

Emil Ruder

[Insert National Gallery of Art logo]

NOTE: The client has asked that you interpret the NGA logo to match the look and feel of your design. This means that you will have to create 3 distinct logos that reflect your 3 distinct designs.