

Faculty Showcase 'o6

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The Typeface Poster



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Goals

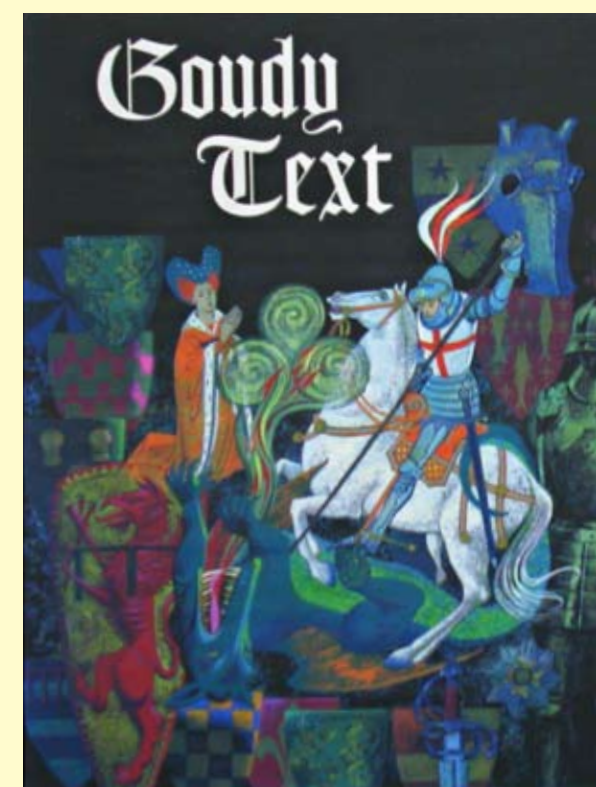
- Develop a concept that works for both text and image(s) in one design piece
- Create a grid for a single page document (the precursor for a multi-page publication) and master QuarkXPress for layout and design
- Design using four color process (CMYK) and two Pantone colors and how to prepare files for commercial printing
- Refine typographic hierarchy

Project Overview

The typeface poster is an expansion of a traditional typography assignment to design a poster that explores one typeface.

Simmons design track students usually take only 4 or 5 design classes. For this reason, processes and skills that would be taught further along in the curriculum in an art school need to be brought into assignments at an early stage. The two-sided typeface poster assignment helps students understand how to develop an underlying design idea (concept) and create a simple page layout grid. The page layout grid is an essential component in publication design – it ensures that contributing writers, editors, and designers will work within a common structure.

The Assignment: Students research a selected typeface and write a three-page research paper that is used as text for the informational side of the poster. Drawing on their research, students also develop five different ideas for a poster front (conceptual side) before selecting, with peer and instructor feedback, the one with which to proceed. The front and back must relate visually. Pull quotes and sidebars are encouraged in the layout to provide texture and visual interest. The conceptual side may be any number of colors; the back is two colors plus the paper color. In creating the posters, students learn how to work with the graphics and layout production software typically used by design professionals.



Applications Beyond

Attention to the details of hierarchy and layout is critical to successful communication in a range of formats, including: handouts, web sites, brochures, formal letters, etc. Almost every discipline uses text for disseminating information; many use images as well. It is much easier for viewers to understand text that uses clear typographic hierarchy and is laid out within a systematic structure (grid). Assignments like The Typeface Poster help students learn how to create a systematic visual structure and how to communicate their ideas in a way that is both clear and satisfactory to the viewer.