

# Advanced Typography (Art 376)

Autumn 2012

Class: Monday/Wednesday 11:30–2:20pm, Art 230

Office hours: Mondays 3:00–4:00pm, Art 251

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Choose one of the monologues below.  
Text documents and corresponding  
videos can be found on the course  
website.

*Stranger Than Fiction*  
Karen “Kay” Eiffel

*Mad Men: The Carousel*  
Don Draper

*The Hitchhiker’s Guide to the Galaxy*  
Narrator

## Project 2 – Typography and Communication

Using one of the movie or television monologues listed here, design a series of three typographic posters (11x17" vertical format) according to the criteria below. The objective of this assignment is to understand how typography acts as a communication tool—both conceptually and visually. This project will also familiarize you with typographic grids.

### Part A. Type as Text.

Work with a column grid or a modular grid to organize the text and create a dynamic composition. Typeset the monologue so that it’s readable and accessible, and appropriate to the text. Considerations include choice of typeface/s, hierarchy, type size, leading, column width, white space and margins. The rules of good typesetting (widows, rags, line length etc) apply.

### Part B. Type as Image.

For this version, the meaning of the text should be evident by *how the type looks* rather than what it says. The composition does not have to be readable – it should capture the tension, emotion or energy present in the text. You can play off the setting where the monologue takes place, the speed at which the words are spoken, or the emotions/energy expressed by the speaker. You do not need to rely on computer generated type for this version. Consider collage, layering, scale and density. Do not use type to create illustrations.

### Part C. Type as Text + Image.

Combine the methods used in versions A and B in order to create a solution that is visually expressive as well as readable. The meaning of the monologue should be evident by how the text looks as well as how it reads.

### *Design suggestions*

- Watch the scene from which the monologue is taken. Consider the setting and emotions of the character while he/she is speaking.
- Examine the text for its readability and expressiveness. Identify the key concepts you wish to convey. What is the context for the monologue?
- Sketch your ideas before moving to the computer.
- Instead of making one big text box, break up the content and move it around the page.
- The title of the film/show or monologue, or the character name is optional. It should be greatly minimized on the page (in the corner or very small)
- Use of color is entirely up to you. Make sure it is relevant to the text.

Comps for critique should be presented at full size.

*See reverse side for schedule.*

**Project Two Schedule:**

**Week 2**

- 10.01 Project Two assigned / Lecture / Begin sketching
- 10.03 Crit: Type as Text only. Create two distinctly different versions for Part A

**Week 3**

- 10.08 Work session, bring printouts of revised Part A, initial sketches for Part B
- 10.10 Crit: Type as Image only. Create two distinctly different variations for Part B

**Week 4**

- 10.15 Crit: Type as Text + Image only. Create two distinctly different variations for Part C
- 10.17 Work session, bring revisions for all three Parts

**Week 5**

- 10.22 *Project Two due.* Print on high quality Epson paper (trim, no need to mount)  
Lecture / Project Three assigned