

PROJECT 5—BOOK DESIGN

OVERVIEW

For this project, you will use the 1964 poem “An Ode to Typography” by Pablo Neruda as content to design a multiple paged document. Use typography, color, shape, and texture to graphically visualize the contents and essence of the poem.

REQUIREMENTS:

- Research and explore the typography from the Dada, Futurism, Russian Constructivism and Swiss Design art & design movements for inspiration
- Use 1 of the 2 book fold methods I will show you – *Accordion fold and Fan fold*
- Page size should be 7” x 7”
- Use the poem provided – the poem should be legible
- Use a maximum of 3 typefaces from the list to the left
- *No imagery* – think about how you can communicate the poem using color, texture, rules and geometric shapes, and typographic glyphs (punctuation, dingbats)
- Paper color, different paper types

Software to use: Adobe Illustrator, Adobe InDesign and Adobe Photoshop (for image manipulation)

CONSIDERATIONS

- Researching the art movements above. Dada and Futurist typography are expressive and chaotic, whereas Russian Constructivist type and Swiss Design are centered upon far more formal principles of typographic layout (the GRID!!). Either way, these movements laid the groundwork for all typography we see today...
- Hierarchy – You may use type as a form of texture, but the poem should still be legible
- Typographic Contrasts in structure (typeface choice), scale, form, weight, direction and texture
- Leading, Kerning, and alignment
- Color choices – complimentary, analogous, tertiary – *kuler.adobe.com*
- Continuity from one page to the next. The document should flow from page to page, it shouldn’t look like a series of separate compositions
- Design/Include a front and back cover

AIMS

- To explore effects with variations of text type
- To explore variations of composition enhancing legibility, readability, expression and emphasis
- To understand the importance of sequence and timing within a design over multiple pages
- Recognizing and utilizing basic grid structure – alignment and repetition
- Organization skills

DEADLINES

- 10.18, Research and Concept generation
- 10.20, Demo
- 10.25 & 10.27, Work Days – *Class Doesn't Meet*
- 11.01, Group Crits
- 11.03, Work Day
- 11.08, Final Crit

PHIL WINFIELD

ART 255I:

TYPOGRAPHY FOR FOR
VISUAL COMMUNICATIONS

TYPEFACES

GARAMOND

BASKERVILLE OR CASLON

BODONI

FUTURA

GILL SANS

HELVETICA