

Project 01 / Part 02

One Word – Authorship! Kerning with Perfection

Exercise 03

“One Word - Authorship!...with perfect kerning”

How do you define “authorship” in one word?

What one word summarizes “authorship” for you?

Typeset this one word in the typeface of your studies from Project 01.

Type this word at an 8” cap height.

The word is your response to the essay we have based our studies for Project 01 on, “The Designer as Author”.

There will be an in-class demonstration on kerning type using Illustrator and working with type as outlines.

Create an Adobe Illustrator file to be turned in. All files will be collected to build the mechanical of artwork to send to print. The words will be cut into vinyl graphics using the UNL Arts Digital Lab and installed in the stairwells of Woods Art Building.

Process:

1. Design with Illustrator
2. Adjust kerning
3. Print it at 100%, using tiling and then piece it back together. Use artist’s tape so that you can adjust the edges and it is easier to reposition.
4. Pin it up on a wall where you can stand back and study the kerning.
5. Adjust kerning accordingly on your file.
6. Save file as .pdf.
7. Save file as .ai.
8. Collect files and put them in a folder labeled:
lastname_Project01_Exercise03_collect
9. Compress the folder
9. Upload it to GRPH223 box.UNL

<http://box.unl.edu/>

"Kern Type"

<http://type.method.ac/>

Your mission is simple: achieve pleasant and readable text by distributing the space between letters. Typographers call this activity kerning. Your solution will be compared to a typographer's solution, and you will be given a score depending on how close you nailed it.

Examples from Fall 2014

Representations of Freedom!

Power *LIFE* **LIBERTY** tyrant
EQUAL Creator *happiness* **E Q U A L**
Despotism **PRIVACY LEGAL DESPOTISM**