

Project 04
Identity / Logotype [100 pts.]



Objectives

Develop skill in creating a typographic lockup for a personal name card.
Learn the basic anatomy of letter forms and select a typeface for your identity that is exemplary of your personal identity. Further research type as shape, type as visual language or image..
Explore the expressive qualities of different type variations and visualize how the reading of a personal name card is constructed.
Discover visual solutions in which typography can be used to make an attractive and artfully designed name card
Develop a sensitivity for shape, proportion, weight, balance, hierarchy, structure and beauty in letter forms.
Learn to use Illustrator to create a typographic lock up, place it in InDesign and output artwork for a commercial printer. [crop marks]
Develop your craft in cutting, gluing and mocking up 2D printed name cards.
Learn how to prepare files for printing with an outside printer. [package folder: fonts, links, document build]

Materials

X-acto knife + cutting mat, straight edge
removable tape, glue stick
Typographic studies to learn which typeface to use and how to deeply investigate the possibilities that exist with one type variation.

Methodology

Using the supplied template. Design a personal name card.
Begin by producing a type study by setting your name in 100 fonts.
[variations of one typeface = fonts, for example, you can use Helvetica Light, Helvetica Regular, and that would count as two fonts.
Select 1 typeface to work with. **Choose one that has multiple variations and weights.** Use black type on white background only. No shades of gray or extraneous shapes and images are to be used. Black type with explorations of letterspacing and line spacing only.
Consider the arrangement of the bodies of text in the typographic space of the business card. Remember to design the white space.

Design 50 iterations for Tuesday, April 21 [export as multiple page .pdf and print this along with your top 5 designs, printed to scale.

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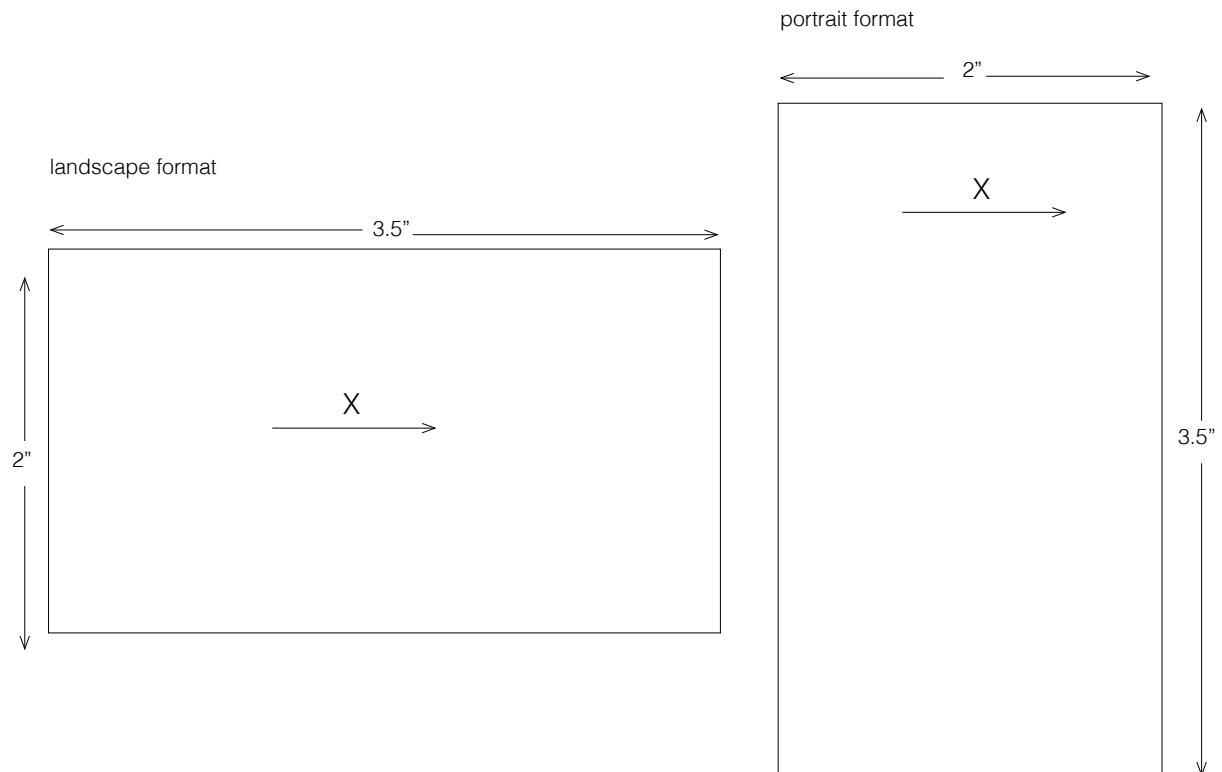
Print the card [front and back side] with crop marks, trim it out and glue it back to back

Let them dry and then cut them out to see how you like the arrangement and the amount of white space as well as the margins.
Design a front and a back size of your card. You do not have to have both.
Include your name, email address, and cell phone

You may include a web site address for your personal portfolio if you have one started. Consider purchasing the URL for your web site.

Prepare several iterations for review on Thursday, April 23.

No bleeds
Black Ink on white paper only.
No white text on black background /or knock outs.
Prepare files to be ready for collection for printer
Project final due date is on Thursday, April 28.



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