

PROJECT 2: TYPOGRAPHIC PATTERNS

We've spent the first few weeks looking intensely at letterforms — we've studied their anatomy, we've learned the terminology, and we've uncovered how different typefaces can change the shape, feeling, and tone of individual characters. Now that we understand how letterforms work, we will subvert them to create a visually interesting, repeatable pattern using a single letter. For this project, you will create four patterns using a single letter:

- 1 using a capital sans-serif letterform
- 1 using a lowercase sans-serif letterform
- 1 using a capital serif letterform
- 1 using a lowercase serif letterform

Letters will be assigned randomly in class. You can choose from these typefaces:

- **Serif:** Times New Roman, Georgia, Baskerville, Caslon, Bodoni, Garamond
- **Sans-serif:** Avenir, Helvetica, Optima, Futura, Myriad, Univers

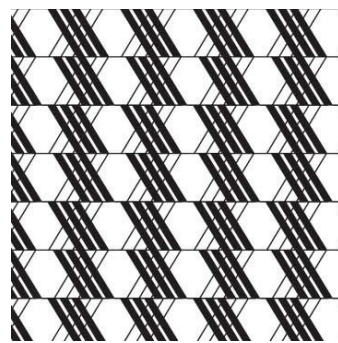
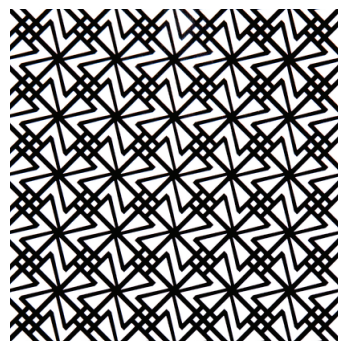
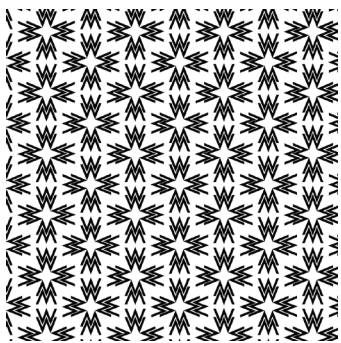
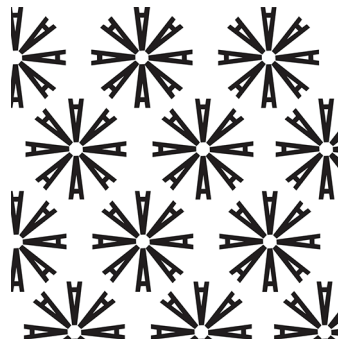
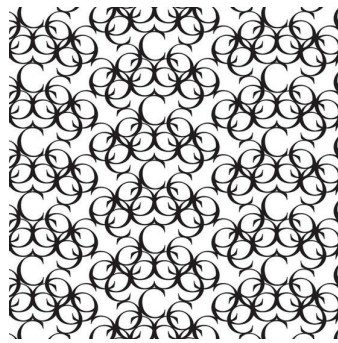
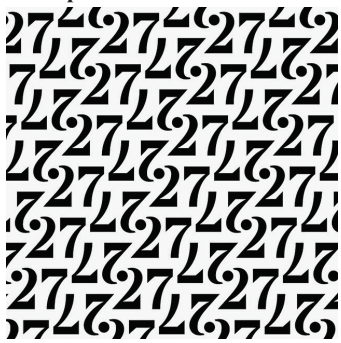
Process

1. Using Illustrator, create four 10" x 10" artboards.
2. Convert your letterforms to shapes to allow easy rotating, resizing, moving. Pattern should be repeatable (i.e. expand indefinitely off the canvas) and you may only use black text on a white background.
3. Play with the unique shapes of each letterform to find interesting compositions and patterns. Each pattern should be noticeably different.
4. Save each artboard and compile into a multipage PDF that's 10.5"x10.5" named **lastname_firstname_project2.pdf** and upload to Google Drive.

Learning Objectives

- Display comprehensive understanding of letterform anatomy and ability to use them to achieve visual interest.
- Learn and use typographic terminology.
- Consider the principles of layout, composition, and space.

Examples



Grading

- Process and experimentation
- Final composition
- Critique participation

Critique: Sept. 18, printed

Due: Sept. 21, Google Drive