

## PROJECT 4: ARTIST POSTCARD

Now that we've mastered working with letterforms and putting those letterforms into words to create logos, we'll start to consider how these work when paired with other text. For this project, you will create a series of postcards to advertising an upcoming gallery show for an artist of your choosing from the list to the left. The postcard should include:

[ ARTIST'S NAME ]

Gallery Name: David Zwirner Gallery

January 11, 2018 – February 26, 2018

537 West 20th Street, New York

davidzwirner.com

Image (plus credit: © [ ARTIST'S NAME ]

Place for mailing address

The placement of the text and typeface choices should be a reflection of the artist you are representing while still keeping a clear hierarchy and structure. Consider the information that is most important, how you can pair two typefaces, and how to capture your artist's style in your typography while keeping the design simple and clear.

### Specs

4"x6" double sided

Front: image (color)

Back: Gallery information / mailing address (black and white)

### Process

1. Choose an artist from the list to the right (one student per museum). Using one image of the artist's work (in Google Drive), design a postcard announcing a gallery show for this artist.
2. Using InDesign, set up a double-sided 4"x6" document with a .125" bleed.
3. Include gallery information (from above) on one side and an image of the artist's work on the other. Aside from the image of the artist's work, you may not use any color.
4. Focus on kerning, tracking, leading. Play with pairing typefaces, consider hierarchy and contrast — size, weight, position. Think about how best to represent the artist and their work through your typography.
5. Save a full-sized PDF, named **lastname\_firstname\_project4.pdf**, and upload to Google Drive. Include crop and bleed marks in your final PDF.

### Grading

- Process and experimentation
- Proficient in type hierarchy, selection, pairing and page composition
- PDF specifications
- Critique participation

### Learning Objectives

- Type hierarchy and pairing
- Page setup (bleeds, pagination, etc)
- InDesign formatting

**Critique:** October 16, printed

**Due:** October 19, Google Drive

### Artist Options

(please pick one)

Agnes Martin

Ai Wei Wei

Albert Giacometti

Cindy Sherman

David Hockney

Ellsworth Kelly

Georgia O'Keefe

Kara Walker

Karel Martens

Kerry James Marshall

Laszlo Moholy-Nagy

Richard Serra

### Example

