

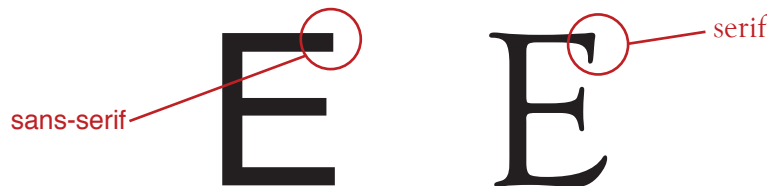
COMMERCIALARTAND GRAPHICDESIGNONE

projectfour

DUE: 02/09: *Project due. Projector critique.*

SERIFCOMPOSITION

In typography, serifs are semi-structural details on the ends of some of the strokes that make up letters and symbols. A typeface that has serifs is called a serif typeface (or seriffed typeface). A typeface without serifs is called sans-serif, from the French sans, meaning "without". Some typography sources refer to sans-serif typefaces as "grotesque" (in German "grotesk") or "Gothic," and serif types as "Roman."



PROJECTSPECIFICATIONS

Using the letter that you have been assigned, create an 8" x 8" composition using your upper- and lower-case letterforms. You will be given a specific serif typeface with which to work with. Do not deviate from this typeface and be careful not to outline (add a stroke) to your letterforms and do not alter the scale of your letterforms unproportionally (hold Shift key when scaling). You can repeat your letterforms as many times as possible; you can even break apart your letterform (using the scissor or eraser tools) to help form your composition.

RULESANDREGULATIONS

- Size: 8" x 8"
- Black and white only. No color. No grayscale.
- In your illustrator document, below your artboard, you must write your letter in both upper- and lower-case in your chosen typeface along with the name of the typeface written out
- You will not be printing them. We will have an on-screen and/or projector critique.

INSTRUCTORNOTE

Think back to your days of 2-D Design and Drawing Fundamentals. What makes a good composition? Why would someone want to look at your composition and be engaged enough to look at for a little while? Are you conveying a message? Something representational? Something abstract? Perhaps you are making a statement about a particular part of your letterform that you wish to highlight. The possibilities are endless!