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Typographic Self Portrait

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GRAPHIC DESIGN CONCEPTS

TYPOGRAPHIC SELF-PORTRAIT

Instructor: Jennifer Bowles
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Meeting: Monday 2:00-4:50
Room: Compton-Goethals, 119
Credits/Hours: 3
Course #: 29510-1EF (26295)
Office hours by appointment

Important Concepts & Terms:

format
symmetrical
asymmetrical
negative space
bleed
type family
legibility
readability
type as form
glyph palette
alphabetic

PROJECT ONE: TYPOGRAPHIC SELF-PORTRAIT

In this assignment, using typography as form you will create a self-portrait with a defining element. Using any of the typographic characters found in the glyph palette (the letters, numbers, and alphabetic characters), you can hand-make your portrait by cutting found type samples (from ephemera, newspapers, or magazines) or create it in Illustrator or InDesign. It is not required to use the computer for this assignment. Use one typeface or type family for this project. The page format is your choice; although, you must choose a standard paper size. Your attention to detail counts. **Due: Next Class**

1. The first goal of this project is to develop a concept in your sketchbook that communicates an aspect of your personality. Are you a person with good humor—perhaps a wink, or an exaggerated expression would convey it. You may also exaggerate aspects of your character traits (i.e., big eyes).

2. The second goal of the assignment is to incorporate a defining element into the composition. Defining elements should also help to convey the first goal of the project—to communicate an aspect of your personality. Examples of defining elements could be; headphones, fashion items, cars, pets... You can be as playful or outlandish as you like. For example, you may use funky shoes and create an extreme perspective, showing huge feet in the foreground with a small face receding in the background.

3. The third goal of the assignment is to be thoughtful in the way you place your portrait on the page—will your composition be very symmetrical or asymmetrical, a profile... Use the negative space, or white space, to your advantage in order to create a dynamic composition and support your concept. For example, you could crop your face and bleed the composition off the page to focus the attention on your eyes—your concept being that you are observant. Ask a classmate to take your photo to explore various playful or extreme perspectives. Your self-portrait must resemble you.

4. The most important goal of the portrait is to use type form in a beautiful and clever manner. For example, the number 8 looks like glasses in perspective if turned sideways. Do not deform the letters. Bleeding type off the page is permissible. Remember your self-portrait must resemble you.

5. Finally, with clear readability and legibility, design the word or phrase of your defining element and incorporate it into your composition in a clever manner. **Due: Next Class**



Student examples: Typographic Self-portrait with Defining Element (the students here granted reproduction permission): from left: *Skate* by Luis Rodriguez, and *Humor* by Guadalupe Parra.