

PROJECT TWO

A typographic journey

Without type it would be very difficult to communicate in the way we do in today's society. Typography is everywhere from the digits on your mobile phone to the words written on this page.

Project Brief

Your task is to record your journey into the University through the type you see from the moment you wake and turn your alarm off, get ready, travel to Belfast and enter the building.

You are to record every piece of type you come across by whatever means you feel suitable. You can draw them, take photographs or take samples of the type and scan it. Your typographic journey should be presented no more than 700 pixels wide and posted in your design diary as a jpg or png.

Over the course of the semester, collect samples of typography. You may photograph, cut items from magazines and scan, find scraps of paper on the street, or cut bits from packaging and scan. Observe posters, graffiti, shop signage, in fact all kinds of letterforms. At the end of each week, add them to your notebook/sketchbook with accompanying thoughts/observation about it.

This project, while considering how people will respond to your interpretation, is also about taking risks – being experimental but being directed by thorough research.

Research and visual development is vital for university work. Show evidence of how you developed your project including designs you do not use and including references and notes to inspiration and influences. You cannot get top grades without this.

Aims

- To develop an awareness of typography and its everyday use
- To develop observational skills
- To emphasise the need for media and cultural-awareness
- To enhance presentation skills
- To develop research methods

Deadline

Work to be uploaded onto your personal student portfolio by 5.00pm Thursday 8th October 2009 and a crit held at