

School of Design Diploma in Interior Design • Diploma in Creative Media Design
Diploma in Games Design and Development • Diploma in Experience and Product Design

Graphic Communication (SD0004) CA2 – Typography

Introduction: *Type is saying things to us all the time. Typefaces express a mood, an atmosphere. They give words a certain coloring. - Rick Poynor*

Typography is a major component of visual communication. It serves to communicate a message's intellectual meaning as well as its emotional tone. In typography design, consider these three aspects:

1. Utility - Is it functional?
2. Desired emotional tone - Does it engage the reader?
3. Comprehension time – Does it need more time and effort to understand the message?

Objective: Through this assignment, you should be able to:

- Use software to compose and create a corporate identity and a poster
- Develop a deeper appreciation of type and improve the ability to select and use appropriate typefaces for the intended style and mood
- Be sensitive and selective working with colour and typeface
- Make use of typography culture to choose an appropriate typeface and type hierarchy to apply in this assignment
- Apply typography grid system to design and create an interesting layout

Submission Date: **Week 8 (Late submission will not be entertained)**
For submission date and time please refer to the CA tab in BB

Deliverables -----

- 1. Corporate Identity** Read detailed instruction below.
- 2. Poster Design** Read detailed instruction below.
- 3. Research** **Information:** Use Arial Font, 10pt
The following information should be typed and pasted at the bottom right corner front side of the sketchbook.
 - Your name, student number, class number
- 4. Digital files *** **File Folder to include:**
 - Corporate Identity (namecard, letterhead) (in pdf)
 - Poster (in pdf)

File name should be:
CA2_ClassNo_YourName_C1.pdf
CA2_ClassNo_YourName_Poster.pdf

*** Note: Class Rep will collect each class digital file folders to be stored in a thumbdrive provided.**

Part 1 - Corporate Identity**Design Requirement****Design brief:**

- Design a Logotype representing yourself.
- Apply this into a set of corporate identity, consisting of the 2 items listed below.
- Express your profession as a designer using typography, do not use illustrative or photographic images.
- Design should be cohesive and professional reflecting your area of expertise.

1. Namecard (2-sided) Design a name card with the following information:

- Company name (Or your name if you are using it as a company name)
- Your name
- Address (optional)
- Your designation/ nature of your business
- Tel & Fax
- Email

Size: 52mm x 85mm (portrait or landscape)**Colour:** 1C or 2C or 3C or 4C**Paper:** at least 210gsm**Software:** Illustrator**2. Letterhead****Design a letterhead with the following information:**

- Company name (Or your name if you are using it as a company name)
- Address
- Tel & Fax
- Email

Size: A4 (portrait)**Colour:** 1C or 2C or 3C or 4C**Paper:** not more than 120gsm**Software:** Illustrator**Submission Items & Presentation Requirement****1. Namecard (2-sided)** Mount all items in one mounting board.**2. Letterhead** **Size of mounting board:** 37cm (W) x 47cm (H) - landscape
Colour of Board: Black**Labeling your work:** Use Arial Font, 10pt

The following should be typed and pasted at the bottom right corner behind the mounting board:

- Your name, student number, class number

3. Sketchbook**Contents in A4 sketchbook:**

Design references, inspirations, concepts and developmental sketches of Corporate Identity Design and Poster Design

Part 2 - Poster Design**Design Requirement****Design brief:**

- Create an imaginary persona for yourself that is larger than life (you can be a rockstar, politician, superhero etc.)
- Design a poster to sell your imaginary persona (via Concert, Rally or Movie Poster etc)
- Typography should be the main design element in your poster.
- Drawing/Illustration of your own portrait can be included.

The visual outcome of the poster should reflect your new persona.

Essential information to be include in the poster:

- Event Title
- Event description – (use your imagination to make it interesting)
- Event details – (venue, date and time)

Submission Items & Presentation-----**1. Poster****Size:** A3 (portrait)**Colour:** 1C or 2C or 3C or 4C**Software:** Illustrator as MAIN working software with Photoshop as supporting software.**Prints:** All prints are to be printed by good quality printer.**Mount poster on mounting board****Size of mounting board:** 37cm (W) x 47cm (H) – landscape**Colour of Board:** Black**Labeling your work:** Use Arial Font, 10pt

The following should be typed and pasted at the bottom right corner behind the mounting board:

- Your name, student number, class number

2. Sketchbook**Contents in A4 sketchbook:**

Design references, inspirations, concepts and developmental sketches of Corporate Identity Design and Poster Design

Important Notes-----**Marks will be deducted for not following instructions.**

- **DO NOT USE DOUBLE-SIDED TAPE OR GLUE in mounting your artworks, USE SPRAY MOUNT**
 - **USE GOOD QUALITY COLOUR DIGITAL INK JET PRINTER**
 - **USE ONLY ILLUSTRATOR SOFTWARE FOR THE ART WORK**
 - **DO NOT USE PHOTOSHOP**
-
-

Assessment Criteria:

1. Creativity & Concept - 40%
2. Techniques & Skills - 40%
3. Research/sketchbook - 10%
4. Presentation - 10%