

Type As Abstraction

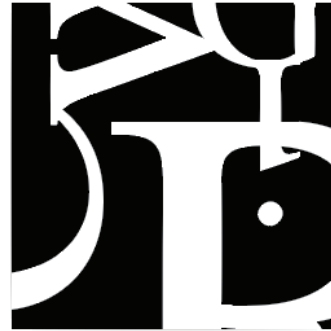
This project is modified from Typographic design in the Digital Studio by David A. Amdur



Savoye L&T



Haettenschweiler



Opus Chords



PT Mono

Abstraction - In Art and Design the process of ABSTRACTION means to simplify or rearrange.

The purpose of this project is to give you a different perspective on type. For this project you will use type, but not to spell words. Use the spaces around and between letters to create an abstract design.

Different fonts / typeface can create a unique design by using parts of letters to break apart space.

Negative Space - The space around or between an object.

Scale - A proportion between two sets of dimensions. Example - Big next to small.

Research to help you begin

- a. Google search - Typography as abstraction.
- b. On a separate sheet of paper sketch 5 example of other artist work that may inspire your process.
- c. Use your research ideas as you begin to create your own abstract typography.
- d. Turn in your research sketches along with your project.

Step 1: Download the premade **Type as Abstraction** template from the Graphic Design 2 Shared folder in Dropbox.

Step 2: Select a font that you want to use to create your abstract design.

Step 3: Randomly type Upper case and lower case letters. You will use between 3-6 letters to fill each box.

Step 4: Type > Create Outline.

Step 5: Change the type to White. Begin rotating, flipping, scaling, and layering pieces and parts of your type to create an abstract design.

Step 6: Create a 2" x 2" square that you will use to create a clipping mask to hide the edges of your type that are hanging out over the edges. Place the shape over your design - Select the design and the shape on top - Object > Clipping Mask > Make.

Step 7: Print out your template with your 9 examples of abstraction.

Step 8: Ask your instructor for 3 pieces of drawing paper. Draw a 1" border . Use a ruler and be very exact with your lines.

Step 9: Transfer your abstract design onto your larger paper via hand drawing, grid transfer, or enlarging each example with the computer and tracing.

Step 10: Use the technique and media of your choice to finish your 3 abstract pieces. i.e. Colored pencils, water color, ink, marker, crayon, collage,etc...

Step 11: Turn in your research sketches, printed template with your 9 abstract ideas and 3 large pieces.